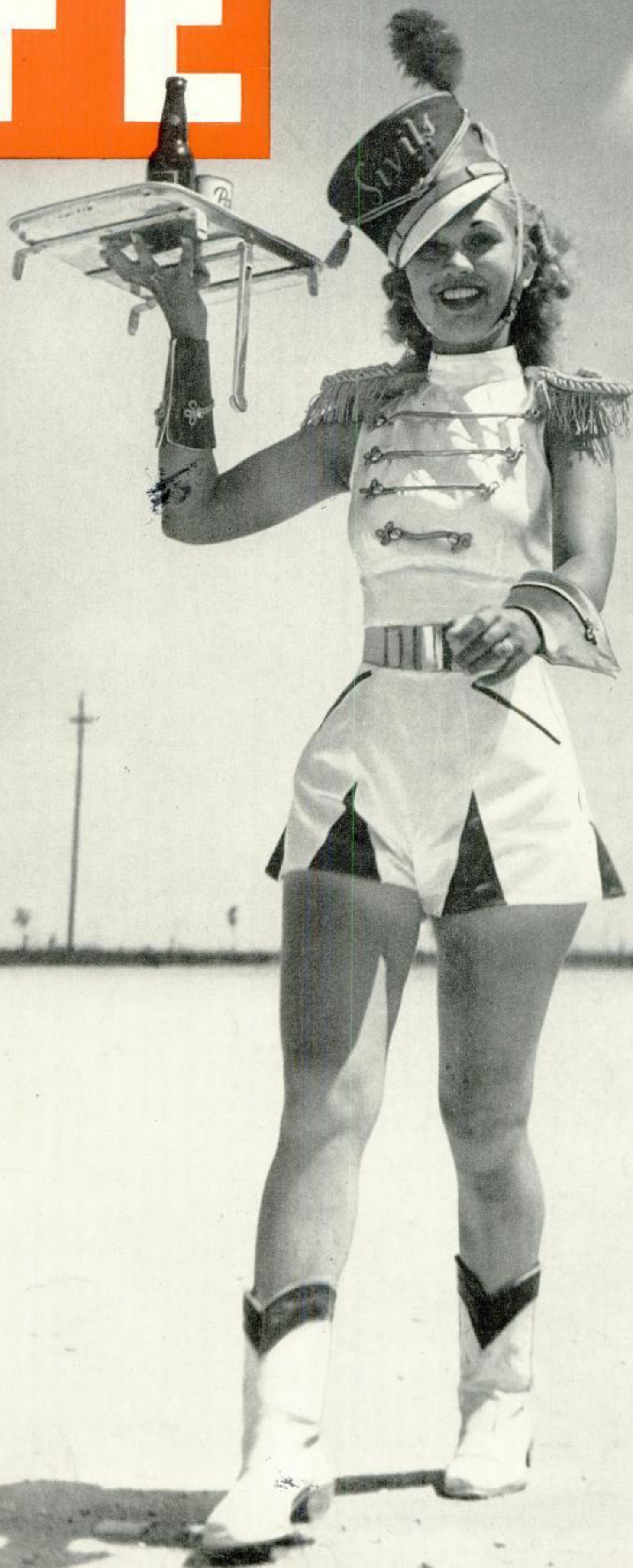


LIFE



ROADSIDE SERVICE

FEBRUARY 26, 1940

10 CENTS



ENJOY FLORIDA WARMTH inside your Nash. Uncanny Weather Eye System keeps you free of drafts, dust . . . pours in a balmy breeze of fresh, conditioned air. 99 H. P. manifold-sealed engine gives you same smooth dependable power, flashing starts, winter or summer.



BE A VAGABOND on week-ends and vacations. Convertible bed in the rear holds two, cuts touring costs. Long cross-country trips are never tiresome with Nash's new, smooth Arrow-Flight Ride. Product of a \$45,000,000 company.

You're only Human After all

YOU THOUGHT you were old, and beyond those things—when *zingo*, you lose your heart on the first day of spring!

It's the wink of chromium that undoes you. You look—and it's a Nash—with so much flash and dash, and joy and life packed into its eager frame—that it can't wait, and neither can you!

Next thing you know, you're grabbing your hat. For just one engine in the world has that "fire-on-four-wheels" feeling—it's Nash manifold-sealed power.

Then—what about this swift, silent pace you're setting? Surely that's no conventional third gear. And you're right—you're in a *Fourth Speed Forward*.

But wait—your Nash has a *new* thrill! Nudge the throttle a little harder—that new Automatic Overtake makes you think you've hooked on to a comet!

And if you think the air has turned warmer, fresher—don't give Nature the credit. It's that new Nash automatic Weather Eye in front, making and maintaining weather to order.

Suddenly—you want to yell "whoa"! A

stretch of washed out road ahead! But—like oil on troubled water—Nash's new springing magically irons out a glassy-smooth course.

You never felt such eager response from throttle or wheel. You can turn it on a quarter . . . stop on a dime . . . aim it like a rifle to the spot you want to go.

Before the sun sets you'll know—that you and a Nash were made for each other!

Here's the beginning of a beautiful friendship . . . good for the best 100,000 miles of a man's life.

For a Nash is *built* that way . . . with a *seven-bearing* crankshaft (instead of three), a *double* frame . . . 300 to 400 more pounds of *finer* steel for safety and long life. That Nash below is the 1940 economy champion in its class (Gilmore-Yosemite Run—23.76 miles a gal.)

Drive it—see how young you *really* are!

LOWER PRICES: from \$795 delivered at Factory! 4-door Sedan (below) \$875, includes Standard Equipment and Federal Taxes. White Sidewall Tires, Weather Eye, Rear Wheel-Shields, Fourth Speed are optional extras.

\$795



You'll be Happier in a **NASH**

Here's the New Measure of "All Three" Quality!

Now, in two easy steps you can see what each of "All 3" low-priced cars gives you. **STEP 1...** See the 1940 Quality Chart. You'll discover Plymouth is most like the high-priced cars in size, safety, comfort, quality. **STEP 2...** Complete the evidence to your own satisfaction by taking Plymouth's thrilling Luxury Ride.

TWO-WAY GUIDE TO THE BIGGEST VALUE
1. SEE THE QUALITY CHART FOR FACTS...
2. TAKE THE LUXURY RIDE FOR PROOF



TUNE IN MAJOR BOWES' ORIGINAL AMATEUR HOUR, C. B. S. NETWORK, THURSDAYS, 9 TO 10 P. M., E. S. T. BUSINESSMEN: SEE THE LOW-PRICED 1940 PLYMOUTH COMMERCIAL PICK-UP AND PANEL DELIVERY.

OF 22 QUALITY FEATURES FOUND IN HIGH-PRICED CARS—

*Plymouth has 21...
 Car "2" has 11... Car "3" has 8*

COMPARE THIS YEAR'S low-priced cars for quality features, and you'll quickly discover how much more value Plymouth gives you on every single point!

There is extra value and quality in Plymouth's greater size...in its extra comfort, its safety and economy.

High-priced cars resemble each other on 22 important features. But Plymouth is the only one of "All 3" low-priced cars that gives you a majority of these features.

It will pay you to see the 1940 Quality Chart. Then take Plymouth's Luxury Ride. The 1940 Plymouth is easy to buy. PLYMOUTH DIVISION OF CHRYSLER CORPORATION.

1940 PLYMOUTH

COUPES \$645 | SEDANS \$699
 START AT

—Delivered in Detroit, Mich. Prices include Federal taxes. Transportation and state, local taxes, if any, not included.

PLYMOUTH
 BUILDS GREAT CARS!

Copyrighted material

"PROTECTING THE AMERICAN HOME"



In the Isaac Bayley house in Newbury, Vermont, built in 1788, can be seen two deep alcoves framing the fireplace in the living room. The fact that the Bayleys had eight daughters may be the reason that the alcoves were called "courting alcoves".

"How much, in dollars, do you love her?"

This letter from a father to his newly married son contains so much common sense that we are glad of the opportunity to publish it.

Dear Son,

You've made your Mother and me very happy. You've got a fine girl in Doris; you love her and she loves you, which is the most important thing in the world.

But important as love is, don't think I'm a mercenary old fussbudget if I ask how much you love her expressed in dollars.

I've heard you say she's worth a million. I am sure she is. But is she worth fifty thousand, ten thousand, even one thousand dollars if you had to put up the cash?

You've made a wise beginning in my opinion to insure yourself in Doris' favor for five thousand dollars. As the years go by and your income improves, I know you're not going to stop with that valuation. One of these days I am sure you are going to be able to say, "I love Doris a hundred thousand dollars worth -- and here's my life insurance policy to prove it!"

Dad

One of the great advantages of life insurance is that it allows you to create an estate of any size you want *before you have actually saved it*. Furthermore, your savings in life insurance represent *cash on hand*—an emergency fund constantly increasing after the first year. And if you live to retirement age, you have the valuable privilege of an income from your insurance as long as you live.

For full information, fill in the coupon below and mail to us.

NATIONAL LIFE INSURANCE COMPANY

HOME OFFICE—VERMONT
MONTPELIER,

A Mutual Company, founded in 1850, "as solid as the granite hills of Vermont"

CLIP AND MAIL THIS COUPON

NATIONAL LIFE INSURANCE Co., Dept. 115, MONTPELIER, VERMONT

Please send me information on the following:

- ☐ A college education fund for my children
☐ Protection for my family ☐ A retirement income for myself

Name _____ Date of Birth _____

Business or Home Address _____

LETTERS TO THE EDITORS

"Darkest America"

Sirs:

In my perusal of the *Congressional Record* for Feb. 6, I came upon some remarks by the Hon. Karl Mundt, Representative from South Dakota, which I think will interest you. Mr. Mundt, on the floor of the House, spoke as follows:

Mr. Speaker, in a copy of *LIFE* magazine which carries the date of Feb. 5, I notice, on page 70, a map purporting to show the travels of the remarkable Mrs. Roosevelt for the past seven years. The map indicates that the only State in the Union she has not visited is the State of South Dakota, and thereby libels my State by referring to it as "darkest America." Mr. Speaker, my State is known from coast to coast as "the sunshine State," and does not deserve the name of "darkest America." The brightness of its hospitality and the spirit of its patriotic people combine with its fertile fields and beautiful mountains to make South Dakota one of the country's cheeriest and happiest commonwealths. It seems to me that Mrs. Roosevelt has either followed the well-known human tendency to save the best for the last or else she has been haunted by the memory that it was while Mrs. Coolidge was last visiting our State with her husband in 1927 that the then President Coolidge made his famous statement, "I do not choose to run for a third term." (Laughter and applause.)

In either event we invite Mrs. Roosevelt to visit South Dakota and



REPRESENTATIVE MUNDT

bring her husband with her. The first lady of the land is entitled to see America's best, and if her husband also should say at that time, "I do not choose to run," I am sure the country will survive.

Long live South Dakota. [Applause.]

O. P. UXBRIDGE

Boston, Mass.

Sirs:

Rapid City's Chamber of Commerce is attempting to erase the blot from the map of Mrs. Roosevelt's travels.

PHIL POTTER
Managing Editor

Rapid City *Daily Journal*
Rapid City, S.D.

Mrs. Roosevelt

Sirs:

Your excellent review of Mrs. Roosevelt (*LIFE*, Feb. 5) deserves the heartiest praise. This is the most complete review that I have ever seen published on this outstanding First Lady.

JOE A. BURNHAM

Fayetteville, Ark.

Sirs:

I am the hellish Mr. Ellis to whom Mrs. Roosevelt referred. [She told a Washington *Post* reporter that "Mr. Ellis of Kansas City sends his regards." The *Post* reporter was left wondering "Who the hell is Mr. Ellis?"]

Small wonder is it that the Washington *Post* reporter failed to recognize the



Going to a masked ball? It's more fun with a WEBSTER

It's exciting to dress up for a masquerade party. It's still more enjoyable when you lighten your carnival mood with the festive fragrance of Webster cigars.

Streamlined mildness and flavor

Websters are custom-made with rare long Havana-leaf filler and a specially selected light-claro wrapper. Their MILD, mellow flavor and modern shapes have won thousands of men accustomed to costly Cuban cigars. Take your Websters along. They'll add to the life of the party!

WEBSTER

CUSTOM-MADE CIGARS

GOLDEN WEDDING

smartly "slenderized"

Perfecto Chico 10c

Queens... 2 for 25c

Fancy Tales... 15c

10c

First in the Social Register

(continued on p. 4)



formfit

PRESENTS

"Life" FOR YOUR

lifeline



WHAT makes a woman fascinating? A pretty face? No, for many beautiful faces have as little power to attract as chiseled stone. ♦♦ Study the heroines of yesterday and the sought-after women of today. You will be immediately conscious of an animation, a vitality and a distinctive sparkle that seem to emanate as much from the body—its postures and its movements—as from the facial expressions. ♦♦ Thus the *lifeline* of womanly magnetism is the figure line which finds its apex in a bustline that is firm, proud and pronounced. And just such beauty of animation is within the easy reach of practically every woman of every age. ♦♦ Formfit designers have long studied the delicate subtleties of the attractive bustline, and in presenting their master creation for molding the perfect bust have appropriately named it LIFE! ♦♦ So in presenting LIFE, we do not offer you just another brassiere. We put within your reach the joy of being attractive, the secret of charm, the thrill of being admired and the poise that comes with comfort. ♦♦ LIFE already is available at most of the better corset departments and shops throughout the country, but if your favorite corset department hasn't LIFE, as yet, write us for nearest outlet so that you can start at once to enjoy LIFE.

THE LIFELINE

All the occasions for which a brassiere is needed and all the sizes (30-44) and widths (A, B, C, D) for perfect fit are included in the LIFE line of Formfit bras. The feature of LIFE is the quilted cushioned pads beneath the bust and the elastic diaphragm release. There's SPORTS-LIFE for occasions demanding extreme mobility. There's NIGHT-LIFE for décolleté occasions. Laces, batistes, nets and satins, at

\$1.25 \$1.75 \$2.50 \$3.50
HIGHER OUTSIDE THE U.S.A.

MADE BY THE FORMFIT COMPANY • CHICAGO • NEW YORK

This One



6AXH-49J-LR2P

Which Soap Gives Your Skin THE FRAGRANCE MEN LOVE?



Before you use any soap to combat body odor, smell the soap! Instinctively you will choose Cashmere Bouquet Soap, for its fragrance appeals to the senses of men.

A MAN loves with all five senses, and smart girls—those serenely confident females who seem to conquer men almost without trying—are fastidious about the fragrance of their bath soap.

How confident and carefree you can feel when your skin suggests a breath of romance. Why slave for perfection in make-up, hair-do and costume, only to risk it all because the fragrance of your bath soap is not equally alluring.

Yes, go by the smell test when you buy soap to combat body odor. Instinctively you will prefer the costly perfume of Cashmere Bouquet. For Cashmere Bouquet is the only fragrance of its kind in the world, a secret treasured by us for years. It's a fragrance men love. A fragrance with peculiar affinity for the senses of men.

Massage each tiny ripple of your

body daily with this delicate, cleansing lather! Glory in the departure of unwelcome body odor.

Thrill as your senses are kissed by Cashmere Bouquet's exquisite perfume. Be radiant, and confident to face the world!

You'll love this creamy-white soap for complexion, too. Its gentle, caressing lather removes dirt and cosmetics so thoroughly and leaves skin smooth and fresh looking.

So buy Cashmere Bouquet Soap before you bathe tonight. Get three cakes at the special price featured everywhere.

3 for 25¢ Wherever fine soaps are sold



Cashmere Bouquet
SOAP

The Fragrance Men Love

Tune In . . . WAYNE KING'S MUSIC
AND SEVEN FREE DIAMOND RINGS EVERY SATURDAY NIGHT, 8:30, E. S. T., COLUMBIA NETWORK

LETTERS TO THE EDITORS (continued)

name. While Mrs. Roosevelt's spirit was willing, her memory was understandably faulty.

She visited Oklahoma City in March 1938. At that time I was a reporter for the Oklahoma City Times. A short time before this, Miss Ruth Campbell had left the Times to become a writer for the Associated Press in Washington.

Knowing Miss Campbell was assigned to cover Mrs. Roosevelt in the capital, I asked Mrs. Roosevelt to remember me to her. Mrs. Roosevelt apparently did her best to discharge this courtesy, but unwittingly substituted Kansas City for Oklahoma City and likewise mistook the Post reporter for Miss Campbell.

Excusable is this small-fry comedy of errors, however, since so many thousands of persons prevail upon the affable Mrs. Roosevelt for sundry favors.

EDDIE ELLIS

Peoria Journal-Transcript
Peoria, Ill.

Sirs:

This sketch shows exactly how I felt after reading your article on how Mrs. Roosevelt spends her days (LIFE, Feb. 5).

MRS. P. W. MITCHELL

Sondheimer, La.



Sirs:

The map of Mrs. Franklin D. Roosevelt's journeys is not only timely and cartographically attractive, it is an important historical record.

Would LIFE not like to give us the work-map from which the published map was made?

LAWRENCE MARTIN

Chief, Division of Maps
The Library of Congress
Washington, D. C.

● LIFE has forwarded all its research on Mrs. Roosevelt's travels to Mr. Martin.—ED.

Sirs:

I am a union electrician in good standing. A statement in Mr. Hellman's story of Mrs. Roosevelt is turning my few remaining hairs gray.

He says: "She has installed electrical kitchens in the White House, thus cutting down on the number of rats which used to infest the lower regions of the house."

Now please tell me why the rats don't like an electric kitchen.

ANDREW LENNIE

Ottawa, Ill.

Sirs:

. . . Are the rats now promptly electrocuted?

PAUL I. BERNO

Mansfield, Ohio

● No. Besides electrifying the White House kitchens, Mrs. Roosevelt modernized them in other ways. The new kitchens collect less dirt, hence attract fewer rats.—ED.

(continued on p. 6)



"Why? Because they give
brighter light longer!"

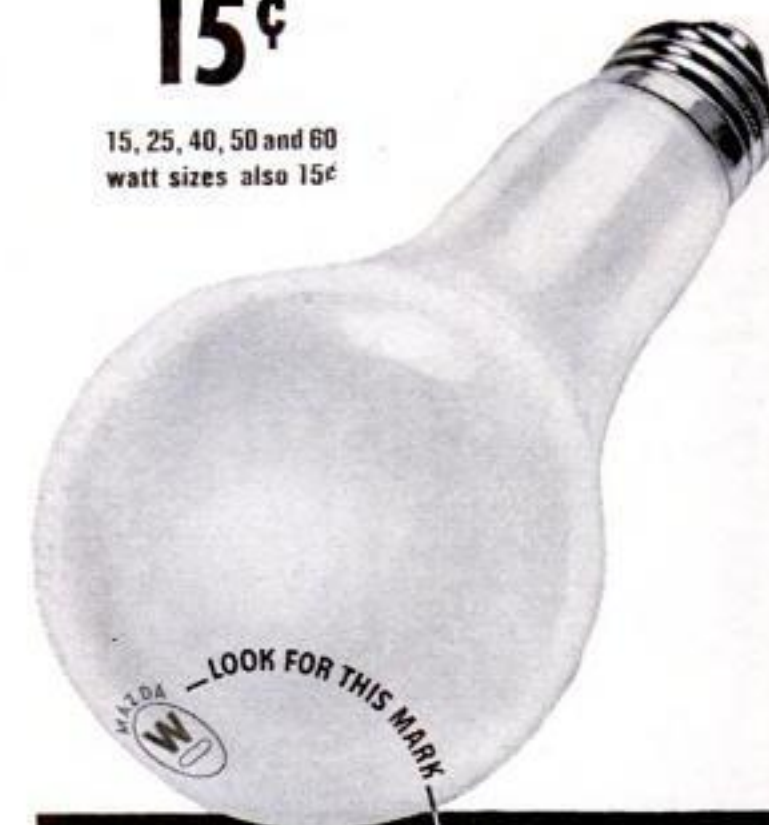
"I don't have to think twice about Westinghouse Mazda Lamps. I buy them with complete assurance that they're going to save me money because they give brighter light longer."

Keep spares handy. Buy a carton today.

75 AND 100
WATT SIZES

Only
15¢

15, 25, 40, 50 and 60
watt sizes also 15¢



Westinghouse
MAZDA W LAMPS



How a hospital cut its budget in an architect's office

THE plans for a new \$350,000 hospital building were well under way when an insurance broker was consulted. "How much will the fire insurance cost us?" asked the budget-minded trustees. Quoting the figure, the broker added: "Let's get the advice of the North America White Fireman*... from his fire-prevention engineering experience, he might be able to suggest ways to get a lower rating."

The architect eagerly welcomed the collaboration of the White Fireman, and readily approved the additional features he suggested; they increased the budget only slightly (much less than they would have cost when the building had been completed) and, besides making the building safer against fire, they entitled the hospital to a lower insurance rating that effected a 25% reduction in its fire insurance costs.

*THE WHITE FIREMAN symbolizes the loss-prevention engineering service maintained by this Company to the advantage of policyholders. It is available through any North America Agent or your insurance broker.

North America Agents may be found in the Classified Telephone Directories under the name and identifying "Eagle" emblem of . . .



Insurance Company of North America

PHILADELPHIA



This oldest American fire and marine insurance company and its affiliated companies write practically every form of insurance except life · FOUNDED 1792 · LOSSES PAID: \$444,000,000

If you had tea
growing in your
garden, you'd pick the
tender, **TOP** leaves



Copyright, 1940,
by Standard Brands Inc.

Listen to "One Man's Family" on the
N.B.C. Red Network every Sunday

GOING out to the garden to pick tea would be a novelty! You'd have a chance to study the difference in tea leaves—how small, tender and delicate they grow near the tips of the branches—how much coarser and tougher farther down.

Soon you'd be selecting the small, tender leaves for your own tea—for these leaves have the wonderful flavor and fragrance you like!

Now, at your own grocer's, you can select the choice, young, flavor-filled leaves in a very simple way. Just ask for "Tender Leaf Tea"—every package is filled with choice, young tea leaves. No coarse, heavy leaves are included.

Your grocer has this special tea in 3½- and 7-oz. packages, and in the new FILTER tea balls. Call for "Tender Leaf Brand Tea"—today!

LETTERS TO THE EDITORS

(continued)

St. John's

Sirs:

Thank you very much for the superb and invaluable double page on the "hundred great books." It is posted (permanently) on the bulletin board in my class and I do hope it will impress my students (at least some of them) about what is a real education.

JEAN MERCIER

State Teachers College
Oshkosh, Wis.

Sirs:

Do the St. John's authorities actually expect their charges to do more than absorb the enormous erudition represented by this collection? Homer, Ovid, Chaucer, the Bible, Shakespeare, Goethe, Balzac, James and some others—yes. Query as to Plato, Strabo, Copernicus, Hume, Mendel and Claude Bernard. *But!* What college senior, no matter of what vast intellectual powers, could swallow, let alone partially digest, the opera of Euclid, St. Thomas, Kepler, Schopenhauer, Mill, Darwin, Poincaré and Gauss?

WILLIAM W. WRIGHT

New York, N. Y.

Sirs:

I read with interest your article on St. John's College in this week's LIFE and would like to have a go at those books myself. Could you send me a chronological list of the books together with their publishers and prices? I shall be very grateful for your assistance.

J. W. DAVISSON

Brooklyn, N. Y.

● A list of the great books, with prices and publishers, can be obtained from the Registrar of St. John's College at Annapolis, Md.—ED.

The Kid Grows Up

Sirs:

That picture of Mickey Rooney sitting on Mrs. John Hay Whitney's lap (LIFE, Feb. 12) somehow reminds me



"I'm afraid as a kid star he's through."

of a cartoon I saw some time ago—in *The New Yorker*, I think. Perhaps you can find it.

A. ROY CHILDRESS

St. Louis, Mo.

● Reader Childress doubtless refers to the Peter Arno cartoon (above) which appeared in *The New Yorker* on Oct. 29, 1938.—ED.

Babylonish

Sirs:

Well, it seems that history again repeats. Your pictures of the Architects Ball in Chicago (LIFE, Feb. 5) look like replicas of pictures I recall as a boy of the "Fall of Rome," depicting

**Makes all kinds of toast
—even Melba!**

Meets all taste appeals—for dry, soft, crispy, light-to-dark and even Melba toast. You can't ever get cold toast—your Proctor keeps it always piping hot! A touch when you're ready—and up the hot toast glides, two slices at a time, done more perfectly than if you watched it every second. Can't burn. Perfect toast every time! As fine a toaster as money can buy. . . (with Tray Set \$12.95) **\$9.95**

PROCTOR Single Automatic

It absolutely eliminates the annoyance of constantly watching toast—it can't burn. **\$3.95**
with Tray Set \$7.95

YOU NEVER LIFT OR TILT IT!

This new iron lifts and lowers itself automatically—at a touch! Eliminates ironing fatigue forever. Speedy, dependable, and SAFE.

PROCTOR NEVER-LIFT IRON

At All ELECTRICAL APPLIANCE STORES
Proctor Electric Company, Philadelphia

*So you're downright
"hard to please!"*



*Well, don't
Take our word—*



*Taste—and convince
yourself how good a
pineapple juice can be*



**It's
Del Monte
Pineapple Juice**

Be critical! Be frankly fussy! We're sure, dear lady, you will love it for its own unsweetened self — this Del Monte Pineapple Juice. Golden, zesty, gloriously refreshing. Because it's packed pure, natural, fresh—to your own good taste! Del Monte's flavor-saving way!

It pays to be particular!

LETTERS TO THE EDITORS (continued)

drunken orgies, naked women, etc. Rome didn't last long after the supposedly better people indulged in these public exhibitions of lewdness—perhaps Chicago is now on the way out!

W. WINTON

Philadelphia, Pa.

Sirs:

... It's too Babylonish. ...

CLYDE ELY PANKEY

Jefferson City, Mo.

No Weapon

Sirs:

What would be the possibility of the atom-smashing machine (LIFE, Feb. 5) as a defense weapon?

HAROLD MILLER

Richwood, W. Va.

● With an effective range of 3 ft., no mobility, the cyclotron would make a poor instrument of war.—ED.

Finnish Propaganda

Sirs:

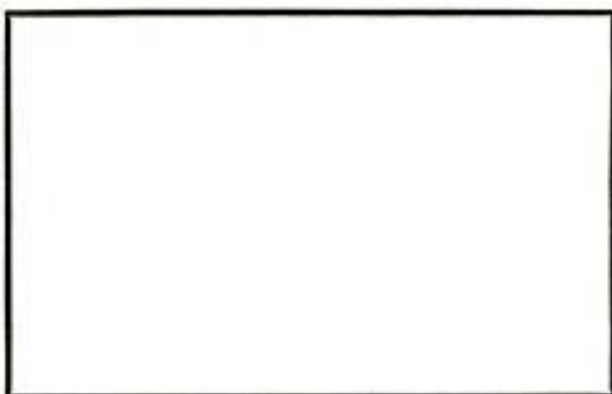
Eric Calcraft's pictures of the Finnish front (LIFE, Feb. 12) were superb, but for all his greatness, Eric never made a better picture than the one enclosed plus its caption.

Who Phil Bard and Boris Gorelick (its authors) are is a temporary mystery.

W. H. WAGNER

Yale University
New Haven, Conn.

● The "perfect propaganda picture" and caption follow:



PERFECT PROPAGANDA

A bird's-eye view of the Finnish front in a blinding snowstorm. In the foreground are 18 Finnish skiers in white parkas huddled behind a snowbank ready to surround and annihilate a Russian division (their fourth this week). To their left is a column of Russian tanks that were destroyed by a Finnish schoolboy. The snow-covered mound to the right hides the bodies of five blind men, six workers' children, and a one-armed rheumatic old woman (sole support of a family of twelve) who were machine-gunned by a Red air fleet. Just beyond the woods, the Red troops are retreating wildly from Suomussalmi toward the Soviet border, without shoes, uniforms or underwear. Some are tearing the bark off the trees to appease their mad hunger. (They haven't eaten since the Czarist regime.) The eyewitness reporters in the snow-filled shell hole nearby are Harold Denny, Webb Miller, and Mr. X (the source of reliable reports). The huge Soviet bomber hanging from the pine trees was brought down by a member of the Helsinki Girls Foils Club (a junior member). The camouflaged igloo on skis near the lake is the Finnish Army field headquarters, and the group of naked men near the igloo are Red deserters from Georgia, who report the sun never shines in the Soviet Union. The fresh ski tracks in the middle foreground were made by Colonel X and his adjutant, who are off to bomb the Murmansk Railroad for the late city edition. The snow-covered figure on the white horse leading the whiteclad ski troops in the blinding snowstorm in the struggle for democracy is Baron Mannerheim.

Phil Bard and Boris Gorelick

How's your "Pep Appeal"?

—by Williamson



The Twins: Bless Us All! Aunt Ollie's Got a Date!



The Twins: Why Auntie! You're a regular vampire!

Auntie: No such nonsense! Vamping's old stuff. Mr. Green says it's my pep appeal.



The Twins: We know! You've been getting all your vitamins!

Auntie: For once you are right. And what a change it's made in me! I needed 'em! What's more, plenty of vitamins wouldn't do you two any harm at all. "Vitamins for pep!"—and that reminds me. Let's go raid the pantry.



Auntie: And right in this delicious cereal—appropriately called KELLOGG'S PEP—are extra-rich sources of two of the most important vitamins, B₁ and D.

A Twin: Auntie! You've been holding out on us! This is the crispest, best-tasting cereal I ever ate. Boy! Are we going to have KELLOGG'S PEP every morning!

Vitamins for pep! Kellogg's Pep for vitamins!

Pep contains per serving: 4/5 to 1/5 the minimum daily need of vitamin B₁, according to age; 1/2 the daily need of vitamin D. For sources of other vitamins, see the Pep package.

MADE BY KELLOGG'S IN BATTLE CREEK

COPYRIGHT, 1940, BY KELLOGG COMPANY

"Entertaining 4,000,000 fans means HEADACHES" SAYS PRESIDENT OF MADISON SQUARE GARDEN

Colonel J.R. KILPATRICK

BROMO-SELTZER GIVES ME MORE ALL-ROUND HEADACHE RELIEF

COL. KILPATRICK, former Yale All-American end, heads world's most famous sports arena. Boxing to basketball to hockey . . . nightly the Garden is transformed! It's a tense, nerve-wracking job! Like so many people, Col. Kilpatrick prefers Bromo-Seltzer for headache because it does *more* for him.

Why **BROMO-SELTZER** does more for you than a simple pain reliever can

For frequent or persistent headaches, see your doctor. But ordinary headaches commonly come from temporary upsets. They may be **NERVOUS** or **DIGESTIVE**. For these, Bromo-Seltzer gives you more all-round relief:

1. **EASES PAIN**—pleasantly and fast.
2. **CALMS NERVES**—leaves you more alert.
3. **SETTLES STOMACH**—relieves upset feeling.

For over 50 years millions have relied on Bromo-Seltzer. At drugstores, soda fountains. Keep it at home. Follow directions on label.

Liked more because it does more for headache **BROMO-SELTZER**



FROM LIFE'S CORRESPONDENTS

Each week LIFE receives letters and cables, designed primarily as background material, from its correspondents all over the world. From time to time brief excerpts have been published. LIFE now proposes to publish these dispatches, under this heading, whenever their interest warrants. Following is a letter from Ralph Delahaye Paine Jr., describing a visit to the British Expeditionary Force in France.

London, Feb. 1

The American Section of the Ministry of Information telephoned to say that we could send a man on the first conducted tour of the British Expeditionary Force in France. There were five in the party: two British columnists, a Canadian and a representative of that toney British trade paper *Motor*. "Motor," as he was invariably referred to, was supposed to get technical information which he knew would never pass the censor, and consequently approached the expedition with a spirit of sweet resignation. I was the fifth.

It was raining and pitch black when we boarded the boat for the channel crossing. It was small and dirty, and no one knew when it would sail. The party ate a bad dinner and prepared for a worse night. The columnists played baccarat. In the bar a rousing argument was going on, led by an elderly colonel, on the way the war was being conducted.

By the time the blacked-out boat nosed out of the blacked-out port, the wind had thoroughly whipped up the channel. No one undressed. I tried to sleep on the floor of "Motor's" cabin, bracing myself against a quartering roll with spare life preservers, but it was pretty futile. At 4 a. m. some Frenchmen started to play the *Sheik of Araby* on a phonograph outside the door. The boat had docked.

By the time we had had breakfast the cars arrived and we set off for G. H. Q. Just then the air-raid sirens began to wail. This looked too good to be true and we accused the conducting officer of staging it for our benefit. But sure enough, a lone plane finally appeared out of the mist. It turned out to be French, however, and the all-clear signal sounded. The French civilians took it all very casually. Shopkeepers pulled down their shutters and then hurried outside. A nurse with perambulator continued to perambulate. The general reaction to the *alerte* was not to send people to cover but to bring them into the street to see what was going on.

An army in the field is not an impressive sight because it can't be seen. What one sees is small units but the units are everywhere—a few men digging in a field, a few men lounging outside their billets, a platoon on a route march. M. P.s acting as traffic cops, trucks and staff cars, a dispatch rider on a lonely road, a troop of tanks out for a spin, some howitzers here, some anti-tank guns there.

Mud is everywhere. It is the same mud as the mud of the last War except that it doesn't stink. It will never stink so badly again, for this time there are no horses. Gun positions often have to be built up rather than sunk. Any actual digging below a foot or so requires a first-class engineering job of drainage. In some trenches the water stands 18 in. deep, duck boards being swung above the water.

The party went to a Royal Air Force fighter station on the second day. This particular station had several German planes to their credit—"Bloody Huns" to the pilots, who looked 20 at the most. The fighters were all for putting on a show for us, which was to consist of shooting up a stock of petrol tins—some full—to demonstrate the effect of in-



QUATRAIN by BESTFORM

Your bust beauty reaches a new high in a cleverly cut bra that turns your curves up to the line of youth! Made of rayon satin and lace, center separation of rayon satin Darleen. Sizes 32 to 38 . . . **59¢**

Free: Write for the 1940 booklet to Bestform Foundations, Inc., 358 Fifth Ave., N. Y.

BESTFORM

THE FOUNDATION OF AMERICAN BEAUTY

If you like **BEER**
—you'll like it
BETTER

when you
"STOUT"
it with Guinness

Treat yourself to the racy, full-bodied flavour of "Half-and-Half" (½ beer—½ Guinness Stout). You'll discover it's refreshing, hearty and cheery. And as thousands have done, you'll make it your extra-special drink!

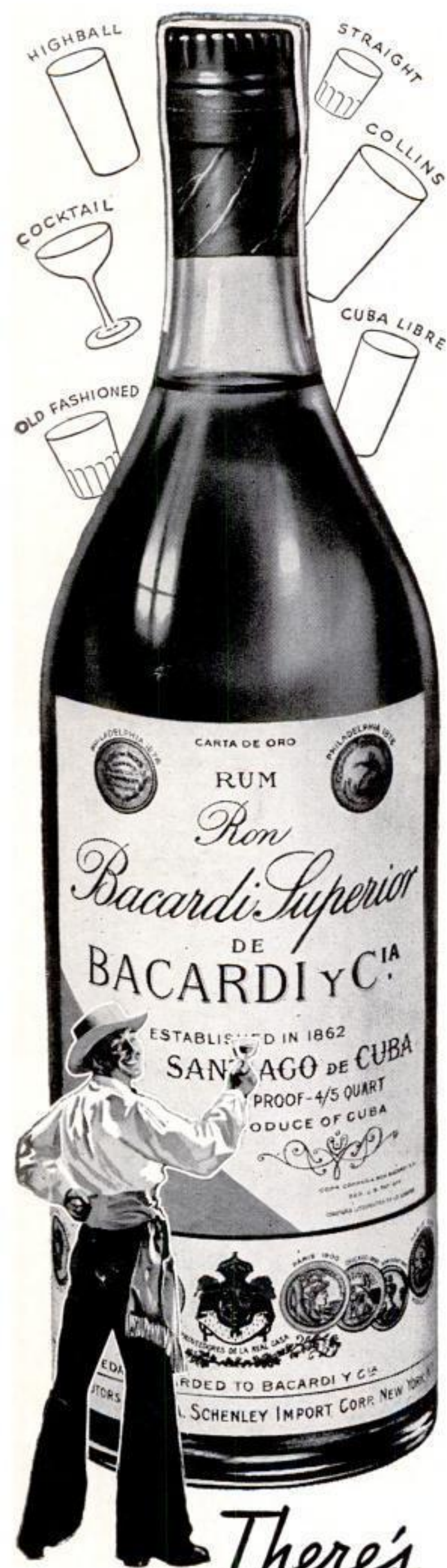
Even better is Guinness straight. Order some today—at bars, restaurants or grocers.

GUINNESS STOUT is the largest selling brew in the world, made in Dublin, Ireland, since 1759. It matures over a year in oak vats and Bottle until consumed. Like draught beer, Guinness is not pasteurized. Nor is it filtered. It thus contains active yeast . . . all its natural goodness.

GUINNESS

IS GOOD FOR YOU

W. A. Taylor & Co., N. Y., Sole Dist. U. S. A.
FREE: Story of Guinness (44 pictures). Write American Representative, A. Guinness, Son & Co., Ltd., Dept. X-231, 501 Fifth Avenue, New York City.
Copr., 1940, A. E. Hobbs GU-231



There's
a **DIFFERENCE**
worth knowing!

SI, SENOR! Like the difference between a tropical cruise and a boat ride!

Make your next Daiquiri, Old-Fashioned, Collins, Highball, or Cuba Libre with Bacardi, the world's finest rum—and taste the wonderful difference!

There are four popular Bacardi types: Bacardi Gold Label and Bacardi White Label, the finest rums of Cuba... Bacardi Amber Label and Bacardi Silver Label, Puerto Rico's finest, at a saving.

BACARDI
89 PROOF

The world's finest RUM

Distributed by Schenley Import Corp., N.Y.C. Copr. 1940

FROM LIFE'S CORRESPONDENTS

(continued)

cendary bullets. The particular pilot whose specialty this was was chasing a reported German to the north but they telephoned him to come home just as soon as he was through. The tins were duly stacked in mid-field. After waiting for a half hour the word was suddenly passed that the commander had returned unexpectedly and, in a few unprintable words, called the whole thing off. Shooting up petrol might be good propaganda for Germany, but it was not considered quite suitable for home consumption, rationing on the home front having forced a return to bicycles and pony carts.

One Saturday I suggested an expedition to an old battlefield. An R. A. F. officer said he knew of one far off the beaten track where one could still turn up an occasional skeleton. Once off the main highway, the road wound up through reconstructed villages to the end of a low range of hills which commanded the entire valley. Every inch of the hills as far as one could see had been blasted into a pock-marked desert. Nearly a quarter-century had failed to restore vegetation except for patches of moss and scrub undergrowth. A sign marked the site of a village which had been completely erased. Rusty tin hats with jagged bullet holes in them, old water bottles, pieces of shells, unexploded grenades, barbed wire could be found in almost every shell hole. Down in the valley, thrifty peasants had ironed out all but the worst spots, though the zigzag lines of chalk on the ploughed fields still indicated the trench positions. . . .

But back in the hills reconstruction was impossible. The peasants call the area "Mountain of the Cold Death." It was cold that afternoon. The sun set and a bitter wind blew up gray clouds from the northeast, giving the scene an even more ominous cast. One of the R. A. F. officers playfully tossed an unexploded German grenade at me. The other officer, who had put several years in the trenches in the last War, was a bit annoyed. "I've seen enough corpses in my lifetime," he said. He didn't seem to be speaking to anyone in particular. . . .

"Motor" had yet to get the technical information he knew he could not print. So a trip to a tank regiment was duly scheduled. It was raining, but colder than normal, and the tank regiment displayed an understandable lack of enthusiasm about the whole affair. Indeed, this particular outfit regarded the subject of tanks as slightly bad taste anyway, for it was one of the last cavalry regiments to lose its horses and had numbered among its officers some of the best horsemen in England. Its tanks were all named after race horses. So, after whipping the visiting journalists up and down the road in front of headquarters for a demonstration, the tank officers played the good host with port and Scotch for the rest of the morning.

In one officers' mess it was a house rule that visitors empty their pockets and hand over all French coins with holes in them. These were then strung for the "Armistice Fund". . . .

The correspondents make their headquarters in a big drab commercial hotel with an enormous and odoriferous cafe-bar. Sunday afternoons the cafe fills up with local French civilians and the atmosphere grows blue with smoke and argument. The rest of the week the customers are largely officers and correspondents.

Life is pretty dull for the correspondents, in spite of the best efforts of Army and Air Force to make them comfortable and keep them interested. They can see virtually anything they want, can go anywhere they want, though always with a conducting officer. No attempt is made to keep information from them. Indeed, G. H. Q. goes out of its way to keep them primed with confidential background material. But of this not a word goes on the cables. . . .

RALPH DELAHAYE PAYNE JR.

You've always "something to wear" when you have an *Eve Carver Classic*

with invisible Waldes KOVER-ZIP®

"I wear it to lunch"

"I wear it to the office"

"I wear it everywhere!" women say. "I wear it morning, noon and night!" Your voice will swell the chorus too, from the very first moment you put it on. You've never seen such a pearl of a dress as this EVE CARVER—so calmly classic of line that it's always in style, so magically designed that there's flattery in its every fold, so carefully detailed that it even boasts a better zipper—invisible Waldes Kover-Zip. Send for your EVE CARVER today. Fill in the coupon and mail it to any of the stores listed below.

In Blue, Sea-Green, Rose, Black and Navy.
Sizes 12 to 20 and 36 to 42.

*Reg. U. S. Pat. Off.

MAIL COUPON TO STORE NEAREST YOU:

The Denver Dry Goods Co., Denver, Colo.
J. Goldsmith & Sons Co., Memphis, Tenn.
The William Hengerer Co., Buffalo, N. Y.
D. H. Holmes Company, Ltd., New Orleans, La.
Ivey's, Inc., Asheville, N. C.
J. B. Ivey & Co., Charlotte, N. C.
Lansburgh & Bro., Washington, D. C.
Ed Schuster & Co., Inc., Milwaukee, Wis.
Scruggs-Vandervoort-Barney, St. Louis, Mo.
The Stewart Dry Goods Co., Louisville, Ky.
The Strouss-Hirshberg Co., New Castle, Pa.
The Strouss-Hirshberg Co., Youngstown, Ohio
Wolf & Dessauer Co., Fort Wayne, Ind.

Known as Eve Carver's sister dress—
THE BETTY WINSTON DRESS—
in the following cities:

A. Harris & Co., Dallas, Tex.
O'Connor Moffat & Co., San Francisco, Cal.
Powers Dry Goods Co., Minneapolis, Minn.
If not available in your vicinity, mail coupon to
Eve Carver, 1372 Broadway, N. Y.

STORE ADDRESS _____

Gentlemen: Please send me _____
EVE CARVER CLASSICS, at \$7.98 each,
in the following colors and sizes:

Colors	Blue	Sea-Green	Rose	Navy	Black
Sizes					

Name _____
Address _____
☐ check ☐ money order



WITH A SWISH OF HIS SKATES AND A LUNGE OF HIS BODY, DAVE KERR GRABS THE FLYING PUCK, HERE STOPPED IN MID-AIR BY MILI'S FAST CAMERA

SPEAKING OF PICTURES...

... AN ACE GOALIE POSES FOR ACE ACTION SHOTS

Dave Kerr is the goal tender for the New York Rangers hockey team. Weighed down by 30 lb. of braces and pads, he stands in front of the goal, tries to keep the whizzing puck from slipping into the net behind him. To do this, he twists his body into fantastic positions, does more acrobatic stunts than a man on a flying trapeze. Seldom does a puck get by him. This winter, in fact, he is so good that he has scored six shutouts, been more responsible than anybody else for the Rangers' record-breaking winning streak of 19 games.

Most hockey pictures are taken from the sidelines by means of a flash bulb. They are blurry and badly lighted. Because LIFE thought Dave Kerr deserved better treatment than that, it sent Gjon Mili and his famous high-speed camera equipment to Madison Square Garden to photograph him in action. For three hours, the Rangers skated up and down the ice at full speed, slammed the puck toward Dave's goal. What he looked like when he made the saves is shown here.



LEG SHOOTS FORWARD TO STOP PUCK ROCKETING ACROSS ICE. IF STICK MISSES PUCK, LEG MAY STOP IT



FOR A HIGH SHOT, KERR STANDS UP STRAIGHT, CATCHES PUCK LIKE A BASEBALL



FOR LOW SHOT, KERR SLIDES OFF FEET. WHEN PUCK FLIPS IN HIGH, HE CATCHES IT



Week-end in style—with the MERCURY!

First time we'd had the new car on a trip—and the weather did its best to stop us. But we wanted to save expenses, so we backed out the Mercury and braved the snow-storm. That ride was an eye-opener! In spite of the drifts, the Mercury's smooth-running V-type engine never faltered. We bucked cross-winds and rode the ruts with never a sway or gallop—thanks to the new leveled, stabilized-ride construction. And the Mercury got us to town ahead of schedule!

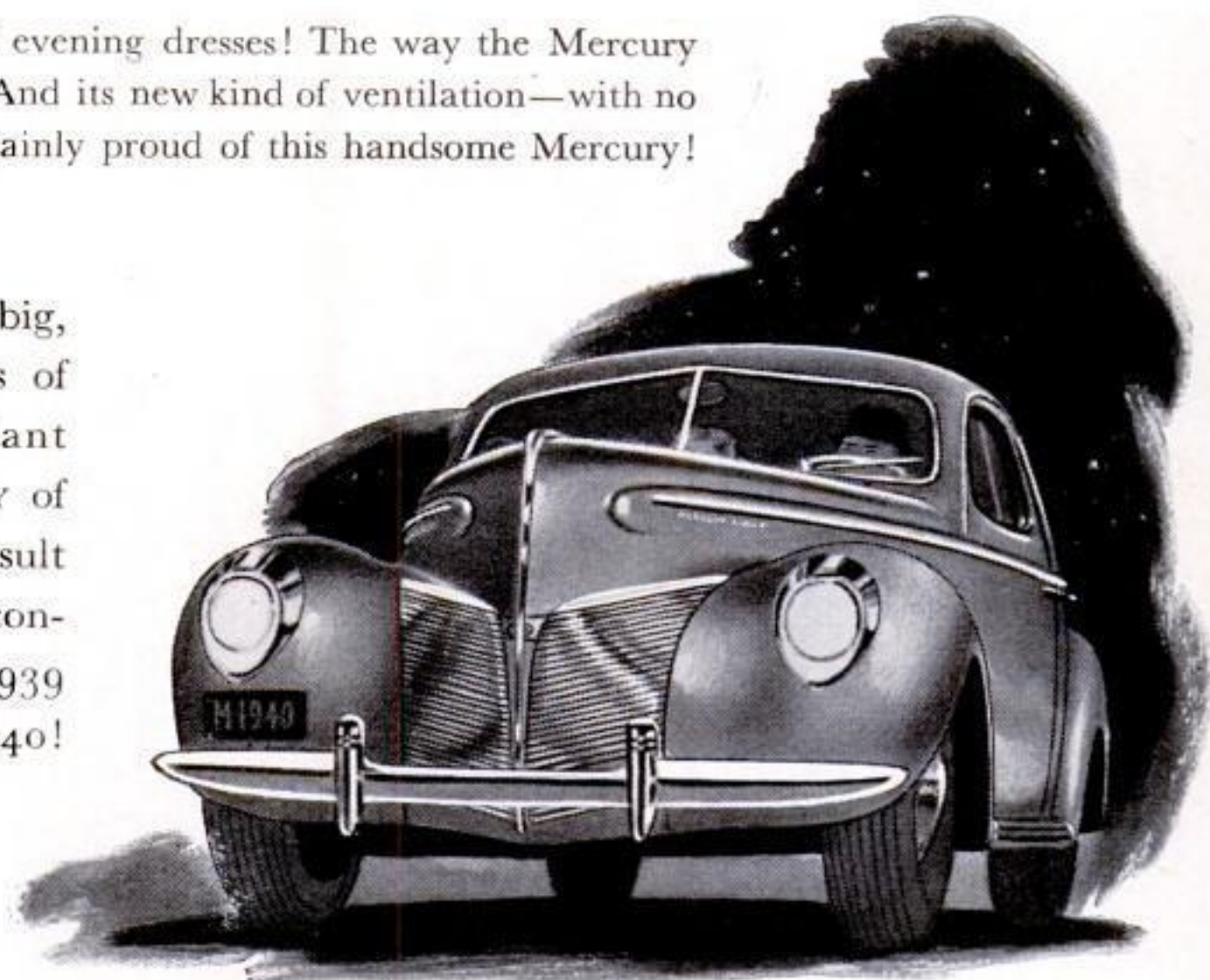


Six of us started out that night—and for once the girls had enough room for their evening dresses! The way the Mercury body curves out over the running boards makes all the difference in width. And its new kind of ventilation—with no drafts to muss a party hair-do—made a great hit with the women. I'm certainly proud of this handsome Mercury!



You'll find more than one welcome surprise in the big, streamlined Mercury 8: all the fine-car advantages of power, comfort, size and luxury, plus one important advantage you wouldn't expect in a car of its size—**REAL ECONOMY** of operation. (Owners report up to 20 miles per gallon of gas!) Result of its unusually efficient balance of weight and engine power, this economy helped make the Mercury the outstanding motor car success of 1939—its very first year—and is carrying it to even greater popularity in 1940!

Mercury 8



BUILT BY THE FORD MOTOR COMPANY—DISTRIBUTED BY MERCURY, LINCOLN-ZEPHYR AND FORD DEALERS

SPEAKING OF PICTURES

(continued)



Lynn Patrick, Ranger forward, and son of Manager Lester Patrick, hurdles stick of defense man. He has shot puck past the defense man, will pick it up beyond him.



Neil Colville, the Ranger's great center, spins off hip of Captain Art Coulter after being body-checked. Checking like this is legal unless the stick or elbows are used.



ESTABLISHED 1892

We're old enough to know...

ONLY FINE LEATHERS MAKE FINE SHOES

Nothing short of magic can turn cowhide into fine calfskin. That's why Florsheim uses only the choice portions of the world's finest leathers—"the heart of the hide" that looks better longer and costs less in the long run.

Most Styles **\$8⁹⁵** and **\$10**

THE Florsheim SHOE

THE FLORSHEIM SHOE COMPANY, Manufacturers, CHICAGO
Makers of Fine Shoes for Men and Women



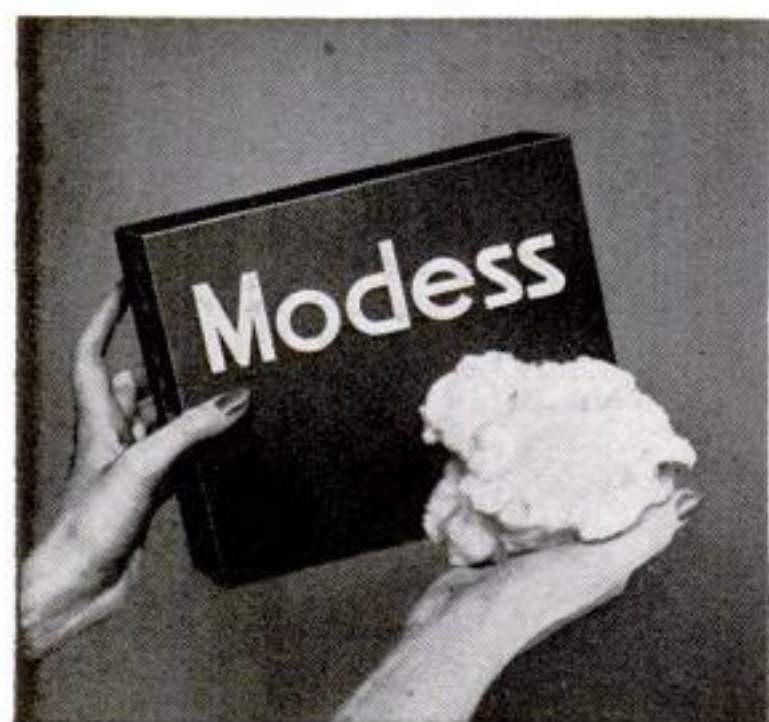
I had the Spotlight Jitters



I don't know how it is in your town, but in ours "Amateur Night" is a real event. Everybody goes. And anyone who has a talent tries for a chance. I practiced my song-and-dance act for weeks and then...



When the big day came, it proved to be one of my "difficult days." And I always chafe so badly, I was afraid to dance. So I was going to give up the whole idea, when my teacher came to the rescue. "Little goose!" she laughed, "haven't you heard about Miracle Modess?"



I was impressed, but she wasn't through. "Look at this soft fluff-filler," she said. "Entirely different from layer-type napkins. It's downy as a powder puff. And see... Modess has a moisture-resistant backing." She sprinkled a little water on it and not a drop passed through. Well...



"It now has 'Moisture Zoning'—the grandest comfort discovery in years!" she said. When she got some Modess and told me how "Moisture Zoning" acts to direct moisture inside the pad, leaving edges dry and comfortable far longer than ever before...



Thanks to her tip, I went out before that crowd as self-possessed as you please and sang and danced my best. Someday, I'm going to try my act on a larger stage. Maybe I'll never be a big-time star, but anyway I got my chance, thanks to teacher and that wonderfully comfortable Miracle Modess.

Try it Now! New Miracle Modess with "Moisture Zoning"

LIFE'S PICTURES



The photographer framed in the picture above by a pair of Houston "car-hops" is Francis Miller, whose expert photo-reporting of some of Houston's outstanding attractions appears on pages 84-87. Mr. Miller, better known as "Nig," is a staff photographer of the Houston Press, which he joined in 1927 as combination artist, reporter, photographer. During his 13 years of photo-reporting, "Nig's" outstanding stories have been his pictures of a Caesarian operation and his coverage of the campaign which elected O'Daniel Governor of Texas (LIFE, July 25, 1938). He says he likes all assignments, works hard on them all, but admits the "car-hop" story was something special. "It was pleasant," he writes, "working at Sivils' dine and glance parlor."

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

- COVER—FRANCIS MILLER
- 2—W. W.
- 6—PETER ARNO courtesy THE NEW YORKER
- 10, 11, 13—GJON MILI
- 14—MRS. FRANCIS MILLER
- 17—A. P.—DAVID E. SCHERMAN
- 18, 19—DAVID E. SCHERMAN
- 20—DAVID E. SCHERMAN exc. bot. cen. and rt. A. P.
- 21—H. & E.
- 22—INT.—INT.—A. P.—A. P.—JARCHÉ from P. I.—W. W.
- 23—DAVID E. SCHERMAN
- 24, 25—CARL MYDAN
- 26, 27—MARCEL REBIERE of MARCH OF TIME
- 28, 29—MARINE STUDIOS
- 30—INT.
- 33—W. EUGENE SMITH from B. S.
- 34—W. EUGENE SMITH from B. S.—drawing by TOBIAS MOSS & CHARLES TUDOR
- 39, 40, 41—HERBERT GEHR
- 42, 43—OTTO HAGEL
- 44, 45—OTTO HAGEL
- 46—ARTHUR ABELL
- 51—HANSEL MIETH
- 52—KENNETH W. BREEZE—NORMAL CHILD DEVELOPMENT STUDY—HANSEL MIETH—HANSEL MIETH
- 53—KENNETH W. BREEZE—NORMAL CHILD DEVELOPMENT STUDY—HANSEL MIETH—HANSEL MIETH
- 54, 56, 57—HANSEL MIETH
- 58—KENNETH W. BREEZE—NORMAL CHILD DEVELOPMENT STUDY
- 60—GORD from B. S.
- 63, 64—EISENSTAEDT-PIX
- 67—H. & E., W. W., ACME (2)—INT., A. P., W. W., ACME—A. P., W. W., NEWS SYNDICATE INC., INT.—U. & U., W. W., U. & U., W. W.
- 68—W. W., KEY., W. W.—cen. U. INT.—ACME, W. W.
- 69—INT., ACME—INT., ACME
- 70, 71—A. P. (2), INT.—U. INT., rt. JOHN SANFORD—INT.
- 72—INT., A. P.—ACME, KEY.—bot. rt. from "AN AMERICAN EXODUS" BY DOROTHEA LANGE AND PAUL S. TAYLOR courtesy REYNAL & HITCHCOCK
- 73—© NEWS SYNDICATE INC., U. & U.—cen. U. ACME—ACME, KEY.
- 74—DR. HAROLD E. EDGERTON, GEORGE STOKES, HORACE BRISTOL—WALT SANDERS from B. S., BERENICE ABBOTT, W. W.—MARGARET BURKE-WHITE, courtesy POLAROID CORP., HERBERT GEHR from B. S.
- 75—GORD, THE AMERICAN MUSEUM OF NATURAL HISTORY, EISENSTAEDT-PIX—DMITRI KESSEL, HANSEL MIETH, W. W.—WALTER B. LANE, P. I., THOS. D. MCAVOY
- 76—H. & E.—ACME, PETER ARNO courtesy THE NEW YORKER, FRED P. PEEL—W. W., WM. VANDIVERT, courtesy SANTLEY-JOY SELECT, INC.—H. & E., A. P. (2)
- 77—ACME—W. W., UDOF H. HOFFMANN, A. P.—A. P.—INT. KEY., W. W.
- 78—Courtesy THE MIDTOWN GALLERIES
- 79—INT.
- 80, 81—EISENSTAEDT-PIX
- 82—© THE STROBRIDGE LITHO. CO., EISENSTAEDT-PIX
- 83—EISENSTAEDT-PIX
- 84, 85, 86, 87—FRANCIS MILLER-HOUSTON PRESS
- 88—EISENSTAEDT-PIX
- 90, 91, 92, 93—HANSEL MIETH

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; © COPYRIGHT; LT., LEFT; RT., RIGHT; T., TOP; A. P., ASSOCIATED PRESS; B. S., BLACK STAR; H. & E., HARRIS & EWING; INT., INTERNATIONAL; KEY., KEYSTONE; P. I., PICTURES INC.; U. & U., UNDERWOOD & UNDERWOOD; W. W., WIDE WORLD

WHAT'S A FIVE-LETTER WORD MEANING HOSIERY QUALITY

HERE IT IS
AT YOUR FINGERTIPS
M-O-J-U-D



★ Every pair made with loving care...to bring you glamour, beauty, extra wear. Preferred by millions of women... Sold by over 6,000 stores, coast to coast. Popular Prices.

MOJUD
the dependable
HOSIERY

TRADE MARKS REGISTERED. COPYRIGHT, 1940
MOCK, JUDSON, VOEHRINGER CO. OF N.Y., INC.



FORTUNA
TRADE MARK REG.
FLATUMS
for
PERFECT
CURVE
CONTROL

WEAR a comfortable FORTUNA FLATUMS of two-way stretch elastic. Strips of elastic inside provide extra support. Talon Slide Fastener closing. Washable. Pantie style, too. At leading stores. **\$2.00**
Modestly priced at only

Model illustrated of elastic, cotton and rayon. Other Fortuna styles from \$1 to \$5. For name of your nearest dealer. Write Dept. L.

WOLFE & LANG, Inc.
35 WEST 32nd STREET • NEW YORK, N.Y.

CONTENTS

THE WEEK'S EVENTS

Youth Congress in Washington Hears President Tell Them They're All Wet	17
LIFE on the Newsfronts of the World	22
Mrs. Worthington Scranton Gets the Republican Convention Away from Mayor Kelly of Chicago	23
Finnish Town Hides in the Woods to Get Away from Russian Bombers	24
"March of Time" Films Pope and Vatican	26
Marineland Camera Records Birth of Porpoise	28
German Victors Set About Destroying Conquered Poland	30
Glenn Frank Presents a Program for Republican Party	38

PHOTOGRAPHIC ESSAY

The Thirties: Picture Record of Depression's Decade	67
---	----

CLOSE-UP

Gargantua	63
-----------	----

ASTRONOMY

Five Planets Line up as Evening Stars	33
---------------------------------------	----

THEATER

Pretty Girls, Witty Songs Make "Meet the People" Hollywood Hit	39
--	----

MUSIC

Koussevitzky Conducts Best U. S. Orchestra	42
--	----

SCIENCE

Human Infants Studied in Laboratory	51
Museum Display Shows What Animals See and How	60

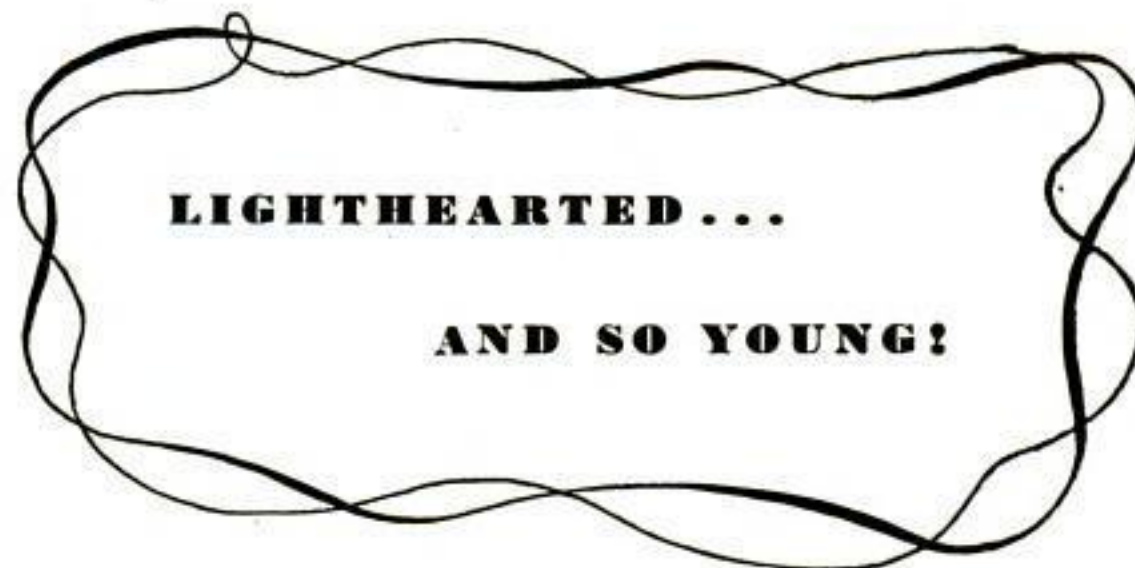
MODERN LIVING

Houston Drive-In Trade Gets Girl Show With Its Hamburgers	84
---	----

OTHER DEPARTMENTS

Letters to the Editors	2
Speaking of Pictures: Ace Goalie Poses for Ace Action Shots	10
LIFE Goes to a Finnish Festival in Minnesota	90
Pictures to the Editors	94

The cover and entire contents of LIFE are fully protected by copyrights in the United States and in foreign countries and must not be reproduced in any manner without written permission.



As BRIGHT and promising as the first crocus bud . . . as appealing as anything that's very young and very lovely . . . as famous as one whole century of beautiful wearers can make it!

YARDLEY's English Lavender . . . among all the perfumes in the world . . . captures the authentic sweetness of the fresh lavender blossoms.

Revel in a sparkling, springtime perfume! Buy YARDLEY's garden-fresh Lavender today at your favorite drug or department store. Or at YARDLEY, 620 Fifth Avenue, New York.

YARDLEY's English Lavender Perfume, in traditional gold-topped bottles at \$1.10 and \$1.50.

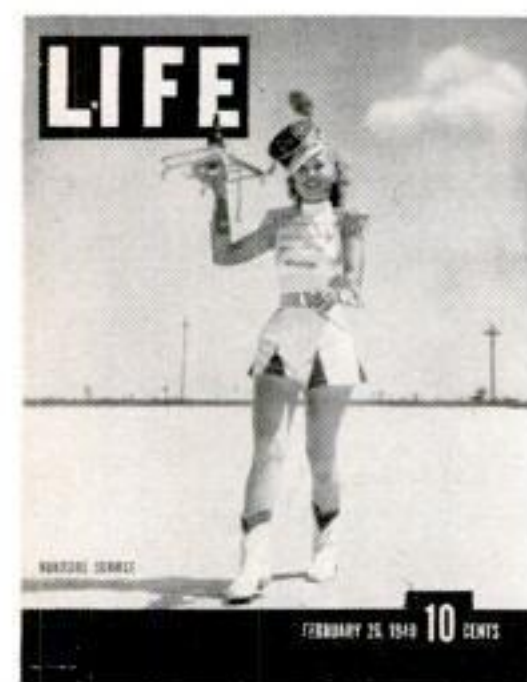
YARDLEY's English Lavender Soap. Three long-lasting tablets in a box, \$1.00. The single tablet, 35 cents.



BY APPOINTMENT TO HER MAJESTY QUEEN MARY

YARDLEY'S

English Lavender



LIFE'S COVER. The sprightly miss who carries her tray with such nonchalance and grace on this week's cover of LIFE is Josephine Powell, car-hop at Sivils' drive-in restaurant in Houston, Tex. In a contest sponsored by the Houston Press to find most popular car-hop, Josephine, wearing this extra-abbreviated number designed by Mrs. Sivils, won second place. Regular costumes have sleeves (see pages 84-87) but rain or shine, in cold or hot spells, Sivils' car-hops troop their trays from restaurant to car in booted, bare-legged splendor.

EDITOR: Henry R. Luce
MANAGING EDITOR: John Shaw Billings
EXECUTIVE EDITORS: Daniel Longwell, Wilson Hicks
ASSOCIATE EDITORS: Hubert Kay, David Cort, Joseph J. Thorndike Jr., Joseph Kastner, Noel Busch, Paul Peters, Maria Sermolino, Rachel Albertson, Richard de Rochemont
ART EDITORS: Peter Piening, Worthen Paxton
EDITORIAL ASSOCIATES: Julian Bach Jr., Lincoln Barnett, Margaret Bourke-White, Alfred Eisenstaedt, John Field, Frank Hall Fraysur, Bernard Hoffman, Dorothy Hoover, Sally Kenniston, Alexander King, Thomas D. McAvoy, Hansel Mieth, Carl Mydans, John Phillips, Gerard Piel, Tom Prideaux, Peter Stackpole, Edward K. Thompson, Charles Tudor, William Vandivert, Margit Varga
EDITORIAL ASSISTANTS: John Allen, Margaret Bassett, Ruth Berrien, Don Burke, Roger Butterfield, Olivia Chambers, Judith Chase, Diane Cummings, Sidney James, Elaine Brown Keiffer, M. Elizabeth Kelly, Will Lang, Dorothy Jane Larson, John C. Manthorp, Richard Pollard, David Ritchie, Helen Robinson, Bernice Shrifte, Shelley Smith, Jean Speiser, Marion Stevens, Lura Street
PUBLISHER: Roy E. Larsen; GENERAL MANAGER: C. D. Jackson; ADVERTISING DIRECTOR: Howard Black
Subscriptions and all correspondence regarding them should be addressed to CIRCULATION OFFICE: 330 East 22nd Street, Chicago, Illinois
EDITORIAL AND ADVERTISING OFFICES: TIME & LIFE Building, Rockefeller Center, New York
SUBSCRIPTION RATES: One year in the U. S. A., U. S. Territories & Possessions and Canada, \$4.50; countries of the Pan-American Union, \$6.00; elsewhere, \$10.00. Single copies in the U. S. A. and Canada 10¢; U. S. Territories & Possessions, 15¢; elsewhere, 25¢

"CHEVROLET'S FIRST ..IN SALES ..IN FEATURES ..IN STYLE ..IN VALUE AGAIN!"

The Special De Luxe Sport Sedan, \$802*



—leading all other cars in public demand for the ninth time in the last ten years

**Eye it..
Try it..
Buy it!**

You're the umpire! . . . You, the buyers of the nation's cars, are the keen judge to whom *every* builder must turn for the final verdict on car values! . . .

And you, who "look them over and call them as you see them," are again buying *more Chevrolets* than any other make of car!

You're saying, "Chevrolet's FIRST Again" in the rich, regal beauty and luxury of its new Full-Vision Body by Fisher and new "Royal Clipper" Styling!

You're saying, "Chevrolet's FIRST Again" in its fleet, flashing

ability to out-accelerate and out-climb all other low-priced cars!

You're saying, "Chevrolet's FIRST Again" in Exclusive Vacuum-Power Gearshifting . . . in the velvet-smooth "Ride Royal"†. . . in a whole combination of features which is winning first place in sales for Chevrolet for the ninth time in the last ten years!

Thank you . . . for eyeing it, trying it and *buying* it in such overwhelming numbers. . . . And, as the miles unroll, *you'll* thank us for producing the grandest low-priced car *any* man ever owned!



A GENERAL MOTORS VALUE

85-H.P. VALVE-IN-HEAD SIX

\$659

AND UP, *at Flint, Michigan. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice. Bumper guards—extra on Master 85 Series.

CHEVROLET MOTOR DIVISION • General Motors Sales Corporation • DETROIT, MICHIGAN
†On Special De Luxe and Master De Luxe Series



STANDING IN THE RAIN ON THE WHITE HOUSE LAWN, 4,446 DELEGATES TO THE AMERICAN YOUTH CONGRESS LISTEN IN SILENCE AS PRESIDENT DENOUNCES RED DICTATORSHIP

YOUTH CONGRESS IN WASHINGTON HEARS PRESIDENT ROOSEVELT TELL THEM THEY'RE ALL WET



Big bearskin robe shields three A.Y.C. delegates from drenching rain as they wait for President.

Noisily through the nation's capital last fortnight more than 5,000 members of American Youth Congress paraded, orated, rooted, hooted and kicked up more intellectual fuss and feathers than any group of out-loud thinkers twice their years. Avowed aim of their junket was to lobby for the \$500,000,000 American Youth Act, establishing a permanent part-time job and scholarship administration for the young unemployed (4,000,000 between 16 and 24). Lacking the single-mindedness of Townsendites, they tangled themselves in bad politics and bad manners and ended out of favor with the White House, the press and almost everyone older than themselves.

Though its creed is unexceptional, the A.Y.C. has been as a whole Left of Left, pinker than pink. Its membership includes religious, academic and non-political organizations. But it also includes Communists, and last week it became apparent that whether or not Communists controlled the Congress, as many have charged, they unquestionably owned its loudest voices.

From Feb. 9-12 the Congress dominated Washington. Highlight was the spanking given them by President Roosevelt for their antagonism toward U. S. aid to Finland, for their partiality to the Soviet system. They listened sulkily when he told them to go home and grow up. A few dared to boo. They cooled off toward their friend, Mrs. Roosevelt, and cheered attacks on her husband. For four days the U. S. wondered what the Congress really stood for. In the end, according to Columnist Dorothy Thompson, "an adult like myself begins to think, 'Either those kids are phonies or they're idiots.'"



Inside robe Howard Parad, Lawrence Shubow and Abe Golden dourly hear President's scolding.

YOUTHFUL PACIFISTS PARADE AGAINST WAR BUT LODGE IN BARRACKS AS ARMY GUESTS

On Saturday morning, Feb. 10, Youth Congress delegates paraded down Pennsylvania Avenue through sullen, unremitting showers. Whatever their defects as contemplative thinkers, they proved themselves possessed of good legs, good lungs and high aptitude for the arts of catch-line and lyric composition. Few Washingtonians — besides Mrs. Roosevelt in a thin oilsilk coat — stood on the curbs to watch them pass. But undismayed they shouted: "Pass the American Youth Act. We want jobs." They sang (to the tune of *Over There*): "Over there, c'est la Guerre. You can guess it's a mess over there;" and (to *Oh Johnny*): "No, major, no, major, we will not go! We'll wager, we'll wager, this ain't our show."

At the White House they stacked their signs and placards outside the gates and entered the grounds past Secret Service men in single file. They waited nearly an hour for the President to appear. When he emerged on the portico, they were cold physically and intellectually. What he had to say did not warm them up. He called their fear of a U. S.-Soviet war resulting from U. S. aid to Finland "unadulterated twaddle" and "the silliest thought I have heard advanced in the 58 years of my life." When he smiled and asked them to smile with him, they glowered and glumly sloshed back to their auditorium to hear less forthright orations.



The big parade was divided into three battalions, representing three planks of Congress. This was lead-off group whose concern was JOBS. Others: PEACE, CIVIL LIBERTIES.



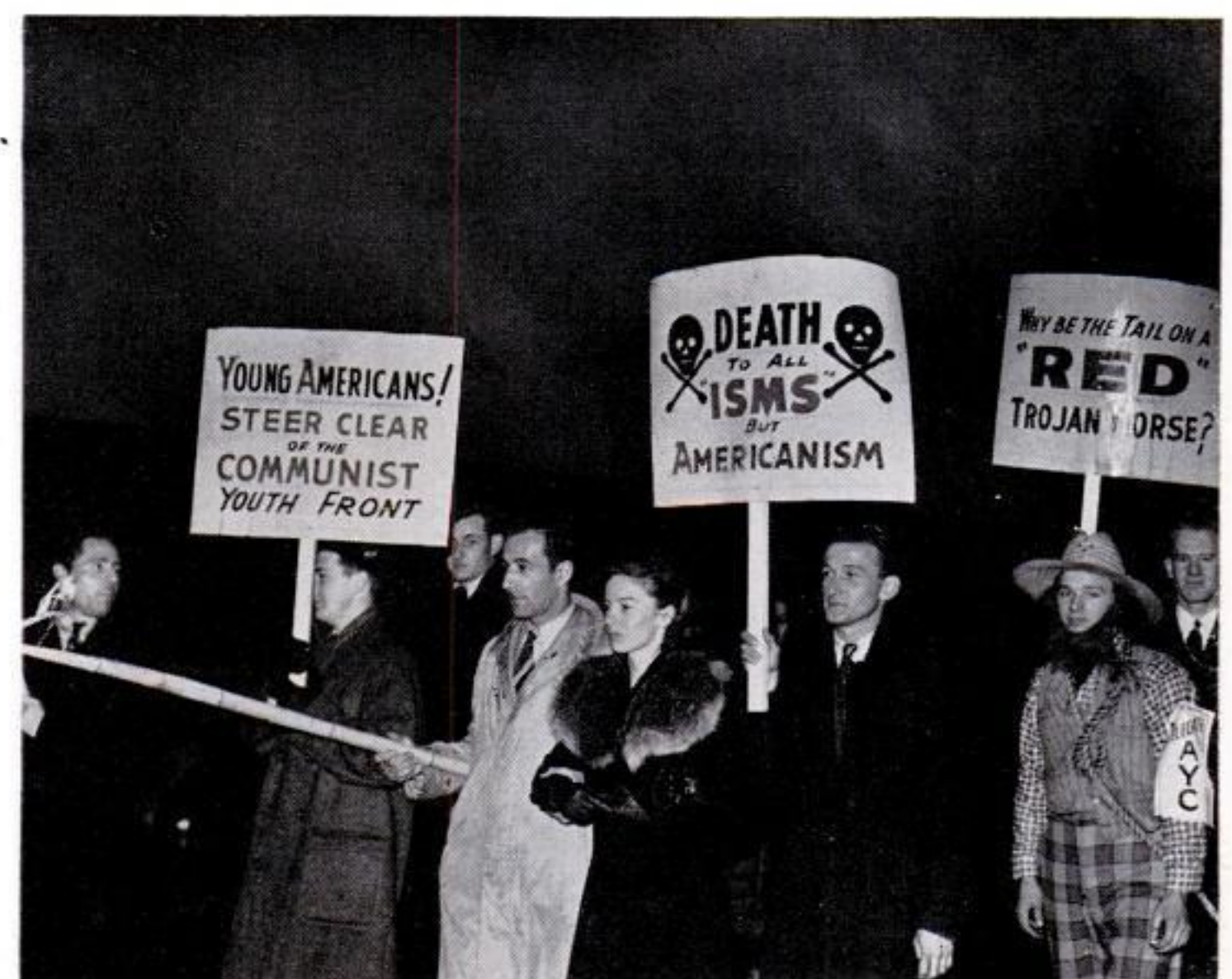
Ridicule of Dies was featured in Civil Liberties section of parade. In other years A.Y.C. slogans blasted Hitler & Mussolini. This time the emphasis was on domestic issues, isolation.



Clamor for Youth Act was major theme. Braving rain, delegates sang: "We've been getting nothing else but love, Franklin. That's the only thing we've plenty of, Franklin."



The Negro delegation from Baltimore displayed staunch isolationism. Though placards represented 48 States, majority of the marchers were from the East, from cities rather than farms.



Opposition, Young Republicans & Democrats of Maryland, picketed Congress when John L. Lewis spoke. One tried to enter, was expelled. As Lewis emerged, they burned red flag.



At Fort Myer, Va., Youth Congress delegates give three cheers for the Army. After hearing hours of pacifist ora-

tions, Mrs. Roosevelt persuaded officers to lodge 70 bedless delegates in Fort Myer Riding Hall, chuckled, "The Army

is not so bad after all." Above: delegates react to an announcement that the Army will feed them breakfast too.



At the Industrial Home, 30 girls were put up on WPA cots. A housing problem created by 400 unexpected delegates was

solved by Mrs. Roosevelt in two hours on the telephone. She accommodated 15 at the White House. One slept on a

couch in her study. She also cajoled hotel men into furnishing 300 rooms at \$1 a night, 40 at the swank Shoreham.



MISSOURI SHARECROPPER



TOBACCO WORKER FROM ALABAMA



YOUTH HARANGUES ON WAR & PEACE



STENOGRAPHER FROM LOS ANGELES

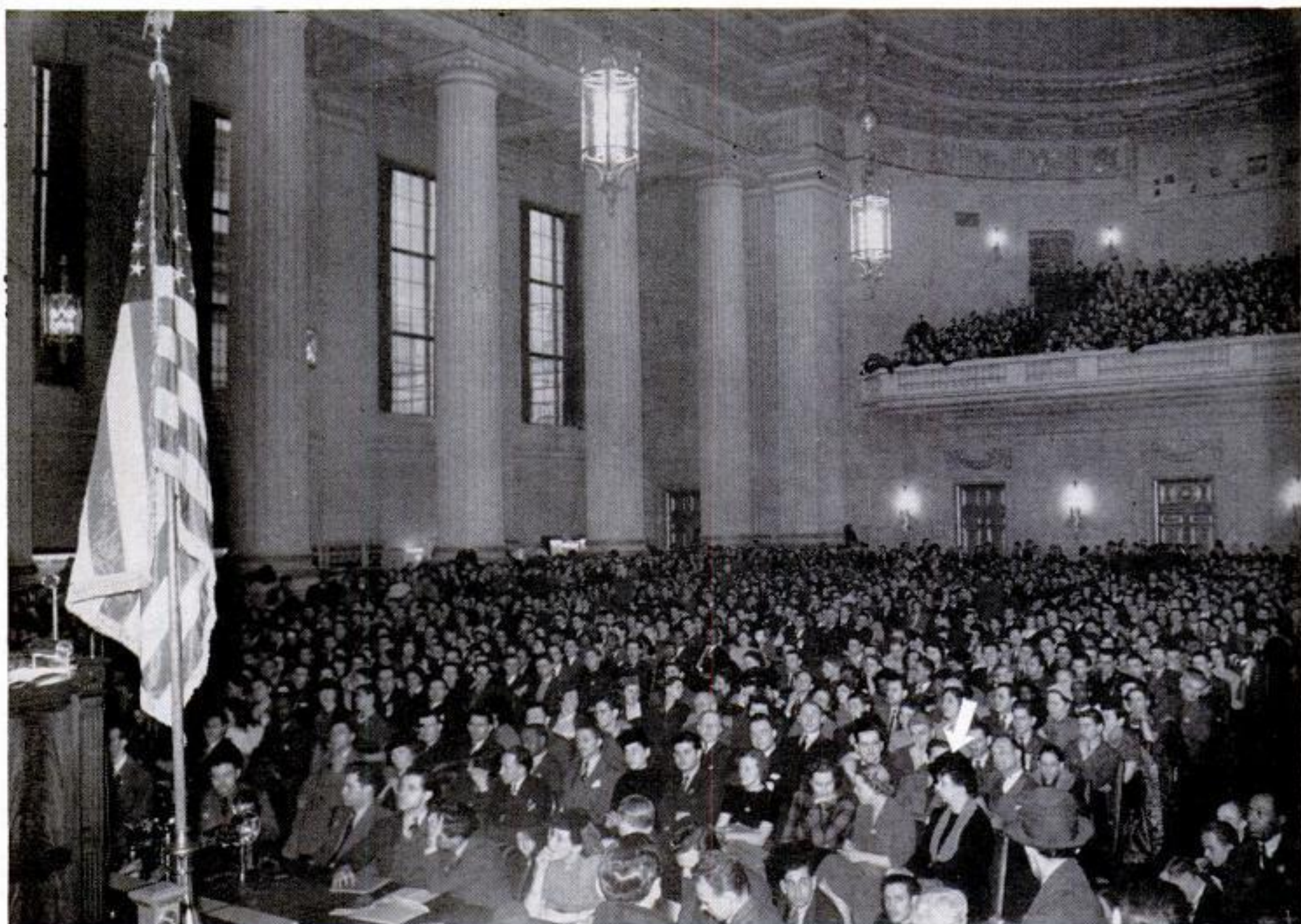


STORE CLERK FROM MASSACHUSETTS

FIRST LADY BEFRIENDS GRIM YOUNG DELEGATES

Seated in the high, neo-classic hall of the Department of Labor, the grim young codgers of A. Y. C. behaved with a disciplined unanimity suspicious in a group as heterogeneous as they claimed to be. Among 62 national and 450 State and local organizations listed as present were such sober, substantial bodies as the National Council of Methodist Youth, the Y. W. C. A., the Boy Scouts. During the Congress, leaders of hostile youth groups accused the A. Y. C. of publicly misusing names of organizations like these. To such charges spokesmen for the Congress replied: 1) many groups sent delegates without holding affiliation; 2) others (like the Boy Scouts) sent no delegates but "observers."

If anyone understands the strange composition of the A. Y. C., it should be Eleanor Roosevelt. Unshaken by rows, by uproar from politicians and press (Walter Lippmann called these youngsters "shockingly ill-mannered, disrespectful, conceited, ungenerous and spoiled"), the First Lady remained to the end its true and tolerant friend. "Whether you agree with everything that is said is immaterial," she wrote. "The point is that it is good for people to state openly what they have on their minds and in their hearts."



Department of Labor auditorium held but 1,200 of 5,000 A.Y.C. delegates. Here you see Mrs. Roosevelt in second-row (arrow). Next to her are three socialite friends of Son

Franklin Jr. Often during four-day Congress, Mrs. Roosevelt had no seat, perched on the base of a pillar. She never lost her amiability amid tempest of ill-humor about her.



A "Daily Worker" reporter enjoys his own prose during lull in oratory. Most regrettable thing about the Congress, declared Mrs. Roosevelt, was that talk about Communism "submerged the important thing . . . that they needed jobs."



A friendly handshake was Mrs. Roosevelt's only response to John L. Lewis after the C.I.O. leader had vehemently flayed her husband for flaying the A.Y.C. Nose and chin in upper-left corner belong to NYA Director Aubrey Williams.



Archibald Roosevelt Jr., grandson of President Roosevelt I, stalked from Youth Congress in a huff on opening night after delegates roughed him when he interrupted speech to offer a resolution denouncing Russia's invasion of Finland.



The bum's rush was given Peter Tropea, a young New Jersey Democrat, at the Congress' opening session. Few minutes earlier a formal address had been interrupted by a young man who tried to introduce a resolution on Fin-

land. The chairman ruled him out of order. Peter Tropea jumped to his feet, waving Cannon's *Procedure in the House of Representatives*, and denied the interruption was out of order. Then young Archibald Roosevelt Jr. (see op-

posite page) rose with a similar resolution and was shouted down. Up popped Peter Tropea with his book again, and out popped Peter Tropea in the grip of two husky guards. Before exiting, he managed to hurl his book at the chair.

LIFE ON THE NEWSFRONTS OF THE WORLD

President starts mystery cruise; Britain seizes prison ship; Finns fight their Verdun

What the President of the U. S. was up to—whether a plan to settle the war or a joke on reporters—was Mr. Roosevelt's private mystery last week. On Tuesday he announced that he had suddenly decided to take a ten-day fishing cruise but refused to say what ship would take him or where he would sail from. Only three reporters would be allowed to go with him. On Wednesday the Presidential train was rolling south through Virginia before reporters learned that the cruiser *Tuscaloosa* was waiting at Pensacola. One of the reporters showed the President a wire from his editor about a rumor that the President would meet high representatives of European governments at sea. Surprisingly, the President did not deny it but said he had no comment. That was all the reporters could get out of him before he boarded the *Tuscaloosa* and steamed



ROOSEVELT ON THE "TUSCALOOSA"

out into the Gulf of Mexico. On the American flag which flew from the *Tuscaloosa*'s mast, searchlights played all night.

Prison Ship's End. Since the *Graf Spee* was sunk off Montevideo before Christmas, the British Admiralty has kept a watch for her auxiliary ship, the *Altmark*, carrying British seamen whom the *Spee* had taken off six British merchant ships it sank. The merchant ships' officers, who had been aboard the *Spee* itself, told grim stories of the *Altmark*. The British seamen were badly fed, given lice-infested beds, confined



CHURCHILL

below decks and forced to do "shameful" work in the presence of East Indian crew members, thus lowering British prestige. Last week the *Altmark* was located, slipping down the coast of Norway inside the three-mile limit. Scuttling another international law, the Admiralty and its daring First Lord Winston Churchill ordered nearby British warships to go into Norway's territorial waters and get the *Altmark*. This the destroyer *Cossack* promptly did, chasing the *Altmark* aground in a fjord, killing at least four of its crew, rescuing some 300 British seamen.

Finland's Verdun. For the second week, Russia delivered its full might against the Mannerheim Line. On some stretches of the 60-mile-wide Karelian Isthmus, Russian guns stood almost hub to hub, as they fired 300,000 shells a day into the Finnish defenses. Under cover of this bombardment, which the Finnish High Command claimed was heavier than the French suffered at Verdun or the Somme, the Russians advanced in waves. The Finns, in their



RYTI

pillboxes, mowed them down in windrows but still they kept on coming. In the drive against Summa, fresh Russian troops passed through the carnage of a whole division which had preceded them. The Russians were reported to have taken Summa, a small village long since devastated by bombardment, pushed through on the road to Viipuri, and captured numbers of Finnish "defensive fortifications." At week's end, the main defenses of the Mannerheim Line had nowhere broken but the fighting men of Finland, who have no more replacements, were dog-tired. Worse, their ammunition was running low. Most of the Finnish guns are of Russian design and since foreign ammunition will not fit them, the Finns have only as much as they themselves can manufacture.

As the attack went on, correspondents in Finland belatedly revised upward their estimate of the Red Army. The Russians have first-rate equipment, machine guns and tanks. Their morale is standing up in the face of an appalling slaughter and, if they are driven forward by threats of execution, they are driven by officers who themselves are sincere Communist zealots. The Russian officers almost never surrender.

The Finns put their plight squarely up to the free world: "We need more men, more guns, more airplanes. Thus far Finland has been able to hold on, but we rely on other civilized nations to do their utmost to relieve us in this situation." Help was filtering in from Sweden, Norway, England, France, Italy but, in total, it was not a tenth the help needed. Sweden, which has done the most in the way of guns, ammunition, planes and volunteers, refused a formal appeal to send regulars and also refused to allow foreign troops to cross its territory. While Finland's Premier Ryti and Foreign Minister Tanner were reported preparing to fly to London to appeal to Chamberlain, the U. S. Senate finally got up its courage to pass and send to the House a bill that will give Finland \$20,000,000 in credits. This amount is being given by subterfuge (as a loan from the Export-Import Bank), is inadequate in amount, cannot be used to buy arms in the U. S., and will probably be too late.

Weather against Germany.

The clock at right is stopped at 4:23 a.m., the exact moment on Feb. 10 when a tornado hit Albany, Ga., ripping the insides out of the clock and laying the heart of the city in ruins. The U. S. had other spots of bad weather, including a blizzard that left nine inches of snow in New York City.



ALBANY CLOCK

But for really bad weather, the place to look was Germany, where this winter is the worst in years. Coal ran out in Berlin and an influenza epidemic filled the hospitals. The coal shortage was caused partly by snow blocking the railroads, partly by the transfer of miners and mine donkeys to the Westwall where they are engaged in tunneling.

Blum for More Pictures. France's ex-Premier and Socialist leader, Léon Blum, singled out the Daladier Government's sorest spot—censorship—for his sternest words in the Chamber of Deputies. M. Blum had been doing some extensive reading in American publications. In 30 American newspapers, out of



BLUM

every 100 lines about the war, he found that 31 were devoted to Germany, only five to France. In photographs, he reported, "our inferiority is even more disastrous. I have examined recent numbers of an important American photographic magazine [LIFE] and I have noticed many fine German pictures and only two mediocre French photographs."

Jimmy Did It. Betsey Cushing has always been the favorite daughter-in-law of President and Mrs. Roosevelt. Since her marriage with James Roosevelt began to go on the rocks more than a year ago, she has lived in the President's New York town house with her two children, stayed often at the White House. Jimmy, meanwhile, found a friend in Romelle Schneider, his pretty, dark-haired nurse at the Mayo Clinic, who accompanied him to California. Shortly thereafter, Romelle's whole family moved to Los Angeles and proud friends boasted: "Jimmy did it all." Last week Jimmy added to his father's troubles in an election year by filing suit for divorce. His wife's lawyer is his father's old law partner, Basil O'Connor.



SCHNEIDER

moved to Los Angeles and proud friends boasted: "Jimmy did it all." Last week Jimmy added to his father's troubles in an election year by filing suit for divorce. His wife's lawyer is his father's old law partner, Basil O'Connor.

PICTURE OF THE WEEK

Mrs. Worthington Scranton of Scranton, Pa., is the rich and patrician dowager of Pennsylvania politics. As a Republican National Committeewoman, she was on deck for the meeting of the Committee in Washington last week to choose a city and date for the Republican convention. Mrs. Scranton was rooting for Philadelphia. When Chicago's Mayor Kelly got up before a battery of microphones to plug for his city, Mrs. Scranton pulled out a poster, "Philadelphia wants you in 1940!" sat smirking behind it through the Mayor's speech. "The Chicago delegates were awfully annoyed at me," she said later. Mrs. Scranton made her own appeal on gastronomical grounds: "If you have never eaten Philadelphia pepper pot or Philadelphia scrapple, you have something to live for."

Another potent argument was that Philadelphia promised \$200,000 while Mayor Kelly offered only "expenses." Philadelphia got the convention. Date: June 24, the latest ever held. (The Democrats will hold their convention even later—on July 15 in Chicago.) Gurgled Mrs. Worthington Scranton: "I'm so happy I don't know what to say. Why I feel just like a little girl."



Mayor Kelly boosts Chicago for Republican convention while Mrs. Worthington Scranton of Scranton puts in a plug for Philadelphia



STARKLY EMPTY ARE STREETS AND HOUSES OF TAMMISAARI DURING DAYLIGHT HOURS

A FINNISH TOWN HIDES IN THE WOODS DURING DAYLIGHT HOURS TO GET AWAY FROM RUSSIAN BOMBERS' DEATH RAIN



FISHING FOLK OF TAMMISAARI HIDE IN WOODS OUTSIDE TOWN. THE TOWN PATRIARCH GETS PLACE OF HONOR BESIDE FIRE. SOME WRAP UP IN ORDINARY BED SHEETS



CHILD IMITATES MOTHER'S TENSE UPWARD STARE



AT THE SOUND OF BOMBERS THE TOWNSFOLK STRETCH OUT. MAXIMUM WARNING IS FOUR MINUTES

These frightened Finns, here photographed by LIFE's Carl Mydans, tell the true story of how systematic bombing can prepare the defeat of a nation. From dawn to dark, now about four hours, their village of Tammisaari (see left), near Hangö, is a ghost village, echoing only the footsteps of a few guards. Its fishing and farming have stopped. In the forest glades of fir and birch a mile beyond, all the citizens of Tammisaari are to be found. Day after day they hold a four-hour picnic, huddle around bonfires, eat cold food, gossip and play games. Now and then they hear the roar of Soviet bombers, invisible in the snow-gray sky. Then they cower close to the ground until the bombers' drone has died away.

These are the old men, the mothers and children of Finland, useless for fighting. But the loss of their daylight work, multiplied a thousand times, is a major loss to Finland. Of Tammisaari's 3,800 citizens, 3,000 have gone, to fight or to man the civil services of Finland or to find a safe haven.

What are left are the helpless citizens of Tammisaari, who await the decision of their fate by the current battle of the Mannerheim Line. They fear that in a little while, perhaps in a month, they will be sub-citizens of the Russian empire of Soviet states, if they stay where they now are. Most will stay, as people always do, to take their chances with the Communist political commissars and the secret police.

Meanwhile they have reverted to the Middle Ages when peasants hid in the forests while armies marched. The patriarch next to the fire (see opposite page) sits on a kick-sled. (For a kick-sled in the U. S., see page 93.) The adults lie very flat, staring toward the sound of the planes they cannot see. Only the babies find it more interesting to watch the adults than to watch the empty sky. But even they are infected by the gravity of the occasion.

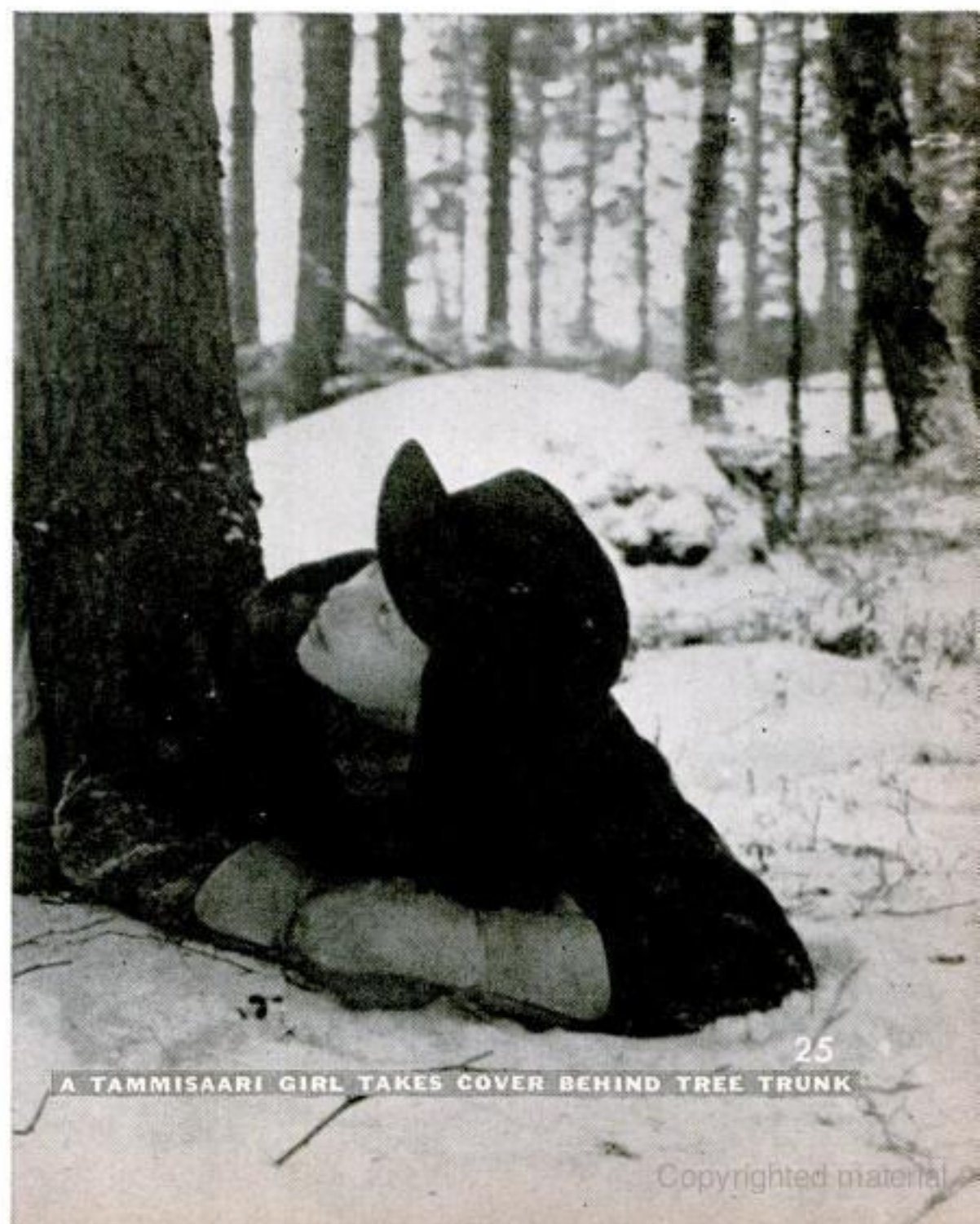
All over Finland this kind of thing is going on, the life of Finland being increasingly paralyzed by the flights of Russian bombers. The wooden houses burn like kindling. Finland is hard hit by the biggest systematic bombing of civilians the world has yet seen.



HELPLESS FEAR WIDENS THE EYES OF THIS PRETTY YOUNG GIRL OF TAMMISAARI, WHO CLUTCHES HER LITTLE SISTER WHILE TWO OTHER CHILDREN HUDDLE CLOSE TO HER



A GRANDFATHER GLARES BITTERLY AT THE SKY WHILE A PRETTY GRANDCHILD BEAMS MERRILY



A TAMMISAARI GIRL TAKES COVER BEHIND TREE TRUNK



REPAIR CREW, ON 150-FT. SCAFFOLD, MENDS AND DUSTS ST. PETER'S COLUMNS



RAPHAEL'S "TRANSFIGURATION" IS BUT ONE OF VATICAN MUSEUM'S PRICELESS PAINTINGS

"MARCH OF TIME'S" MOVIE ON "VATICAN OF PIUS XII" IS GREAT NEWSREEL SCOOP

Since the advent of motion pictures, newsreel makers have tried in vain to take a complete film of the Vatican. Last July, MARCH OF TIME undertook the task, at which all others failed, of bringing to the world a camera record of the powerful little

Papal State, barely one-sixth of a mile from end to end, where lives one of the world's great spiritual rulers.

For seven months MARCH OF TIME's cameramen, encumbered by many difficulties, ground away in basilica and garden, in crypt and hall so rare that even the Vatican City's 1,000 inhabitants have seldom seen them. Since powerful lights were banned for fear of damaging masterpieces, a specially sensitized film was used instead. Since Papal etiquette is the most rigid in the world, camera crews often worked in full evening dress. Though the film was begun last summer, the Pope's influence in world affairs has been lately so enhanced that the work was rushed to completion before its scheduled Easter release. Thirty-thousand feet were shot in all. Some of it was sunk in transit to the U. S. Some was held

at Gibraltar. But the 19-minute film finally released on Feb. 15 is one of the greatest newsreel scoops of all time, a visual document of such value that its place in camera history is assured.

Here, for the first time, appears the ecclesiastic and civil life of the world's smallest independent state. Here are its governor, its soldiery, its envoys from 38 nations, its religious orders, its army of repairmen and restorers, its post office, its bars, its libraries of irreplaceable manuscripts, its infinite store of ancient and modern art, and Father-General Vlodimir Ledochowski, No. 1 Jesuit, often called "the Black Pope." Biggest scoop in a scoop movie is its intimate study of Pope Pius XII talking on international peace before his advisory body in the Academy of Science, his eloquent hands making characteristic Italian gestures and nervously plucking at his skullcap (*opposite page*).



MODERN WORKSHOPS FOR RECONSTRUCTION WERE BUILT BY THE LATE PIUS XI



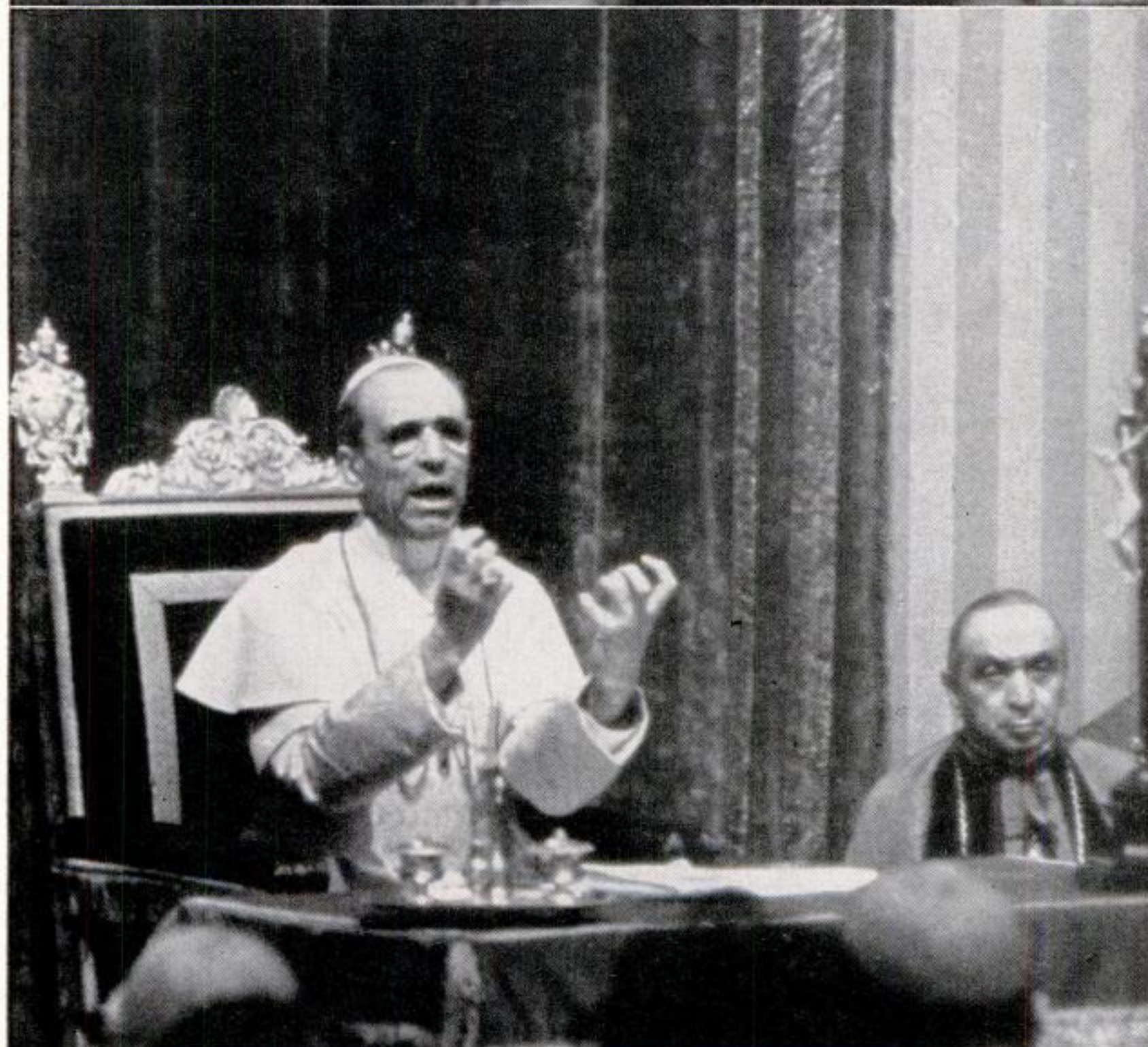
ARTISTS WORK IN VATICAN STUDIOS REPAIRING ANCIENT MOSAICS OR DESIGNING NEW ONES



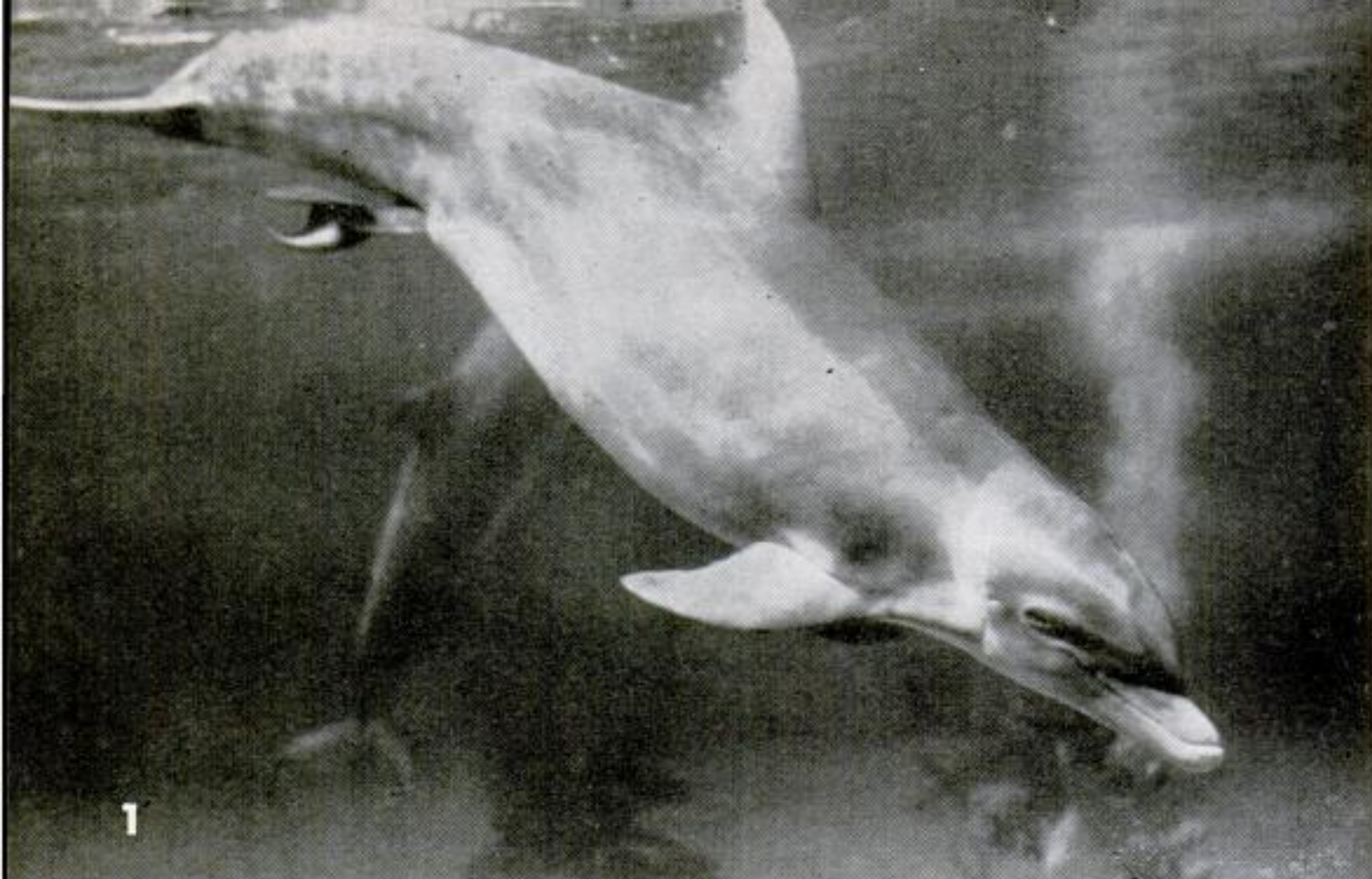
NUNS OF THE VATICAN'S MAINTENANCE CORPS RESTORE A MEDIEVAL TAPESTRY



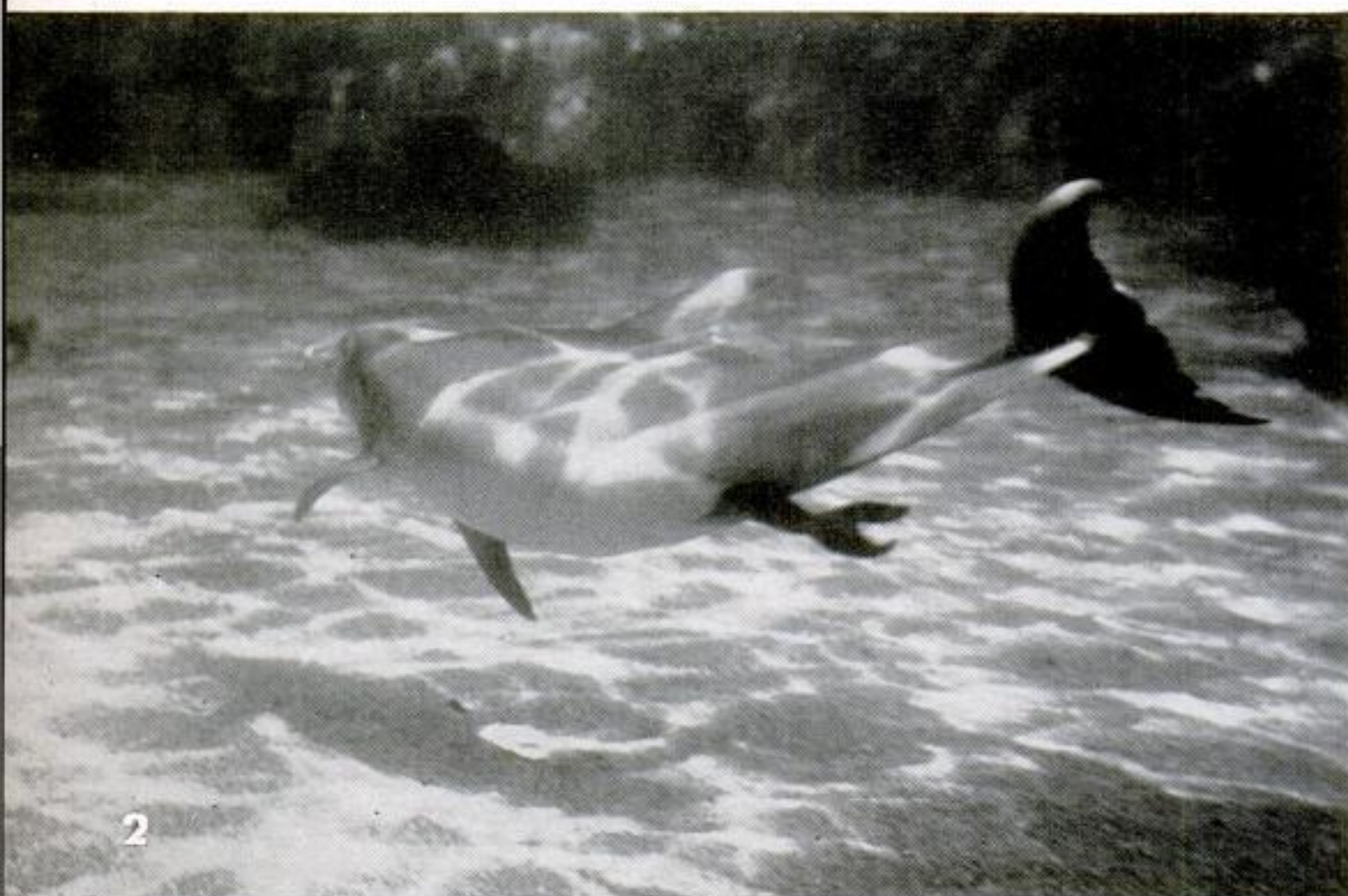
BAR IN VATICAN CITY SELLS LEMONADE AND REAL COFFEE, A RARITY IN ITALY



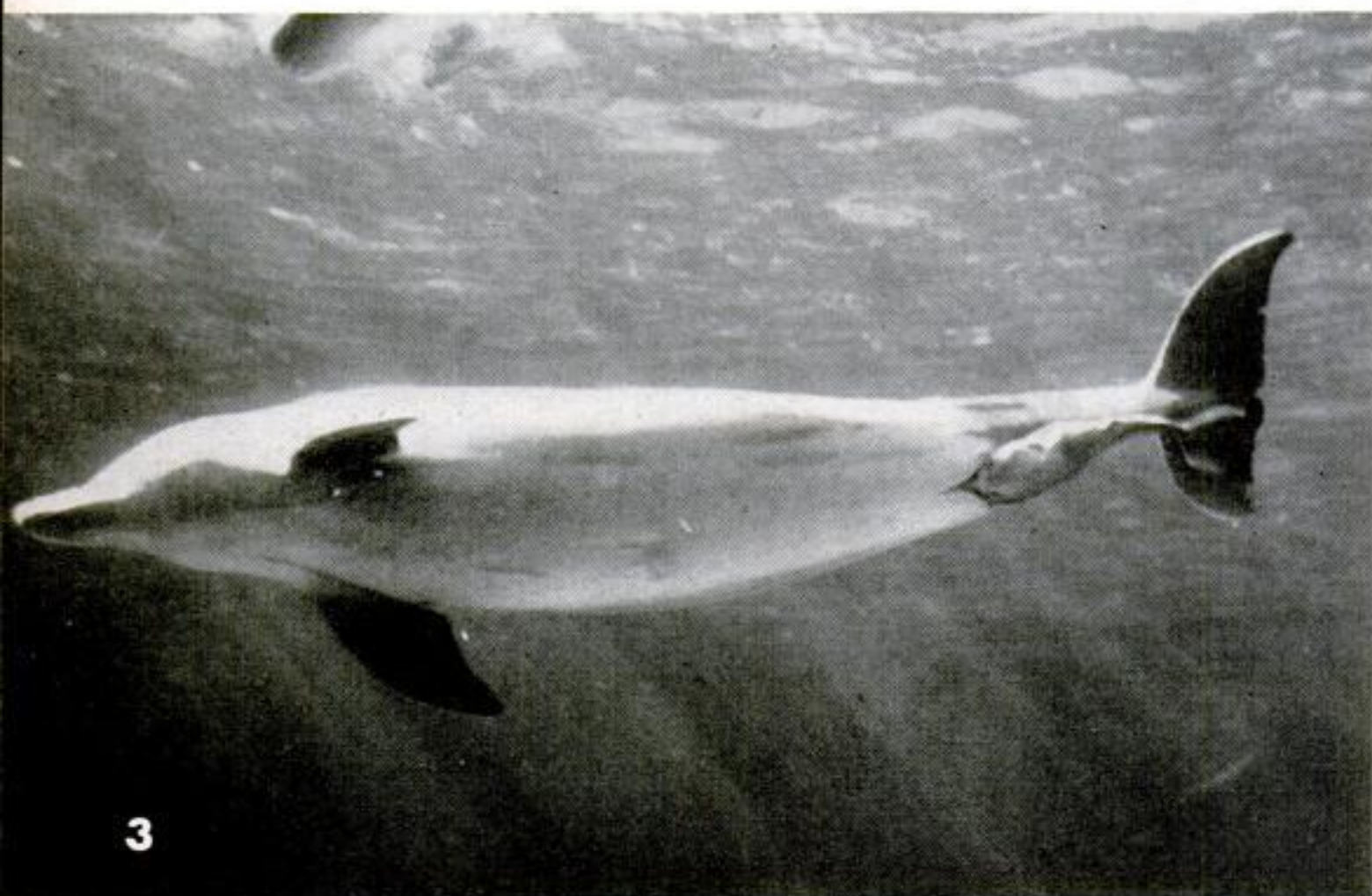
CAMERA AT MARINELAND RECORDS DELIVERY OF THE FIRST PORPOISE EVER BORN IN CAPTIVITY



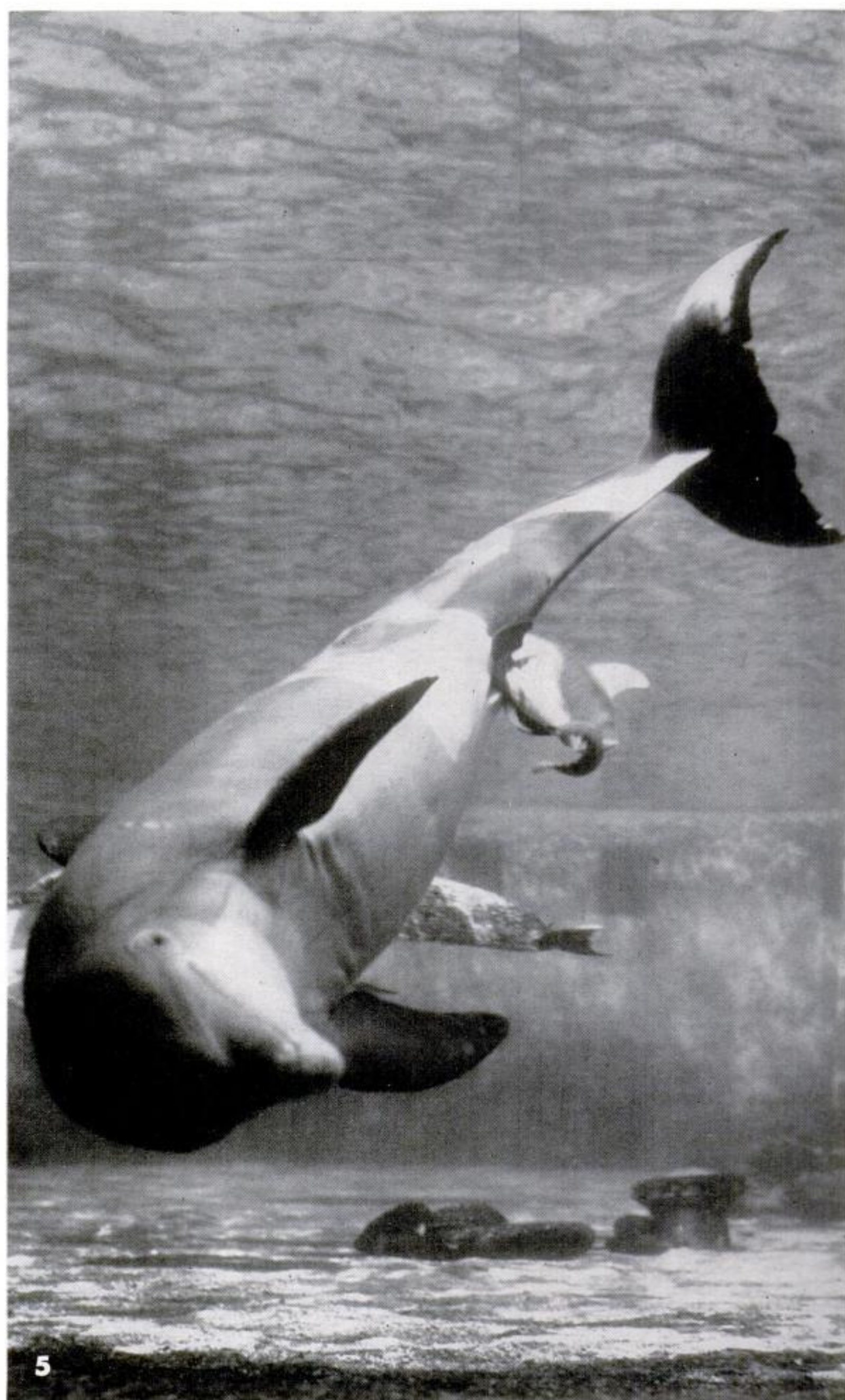
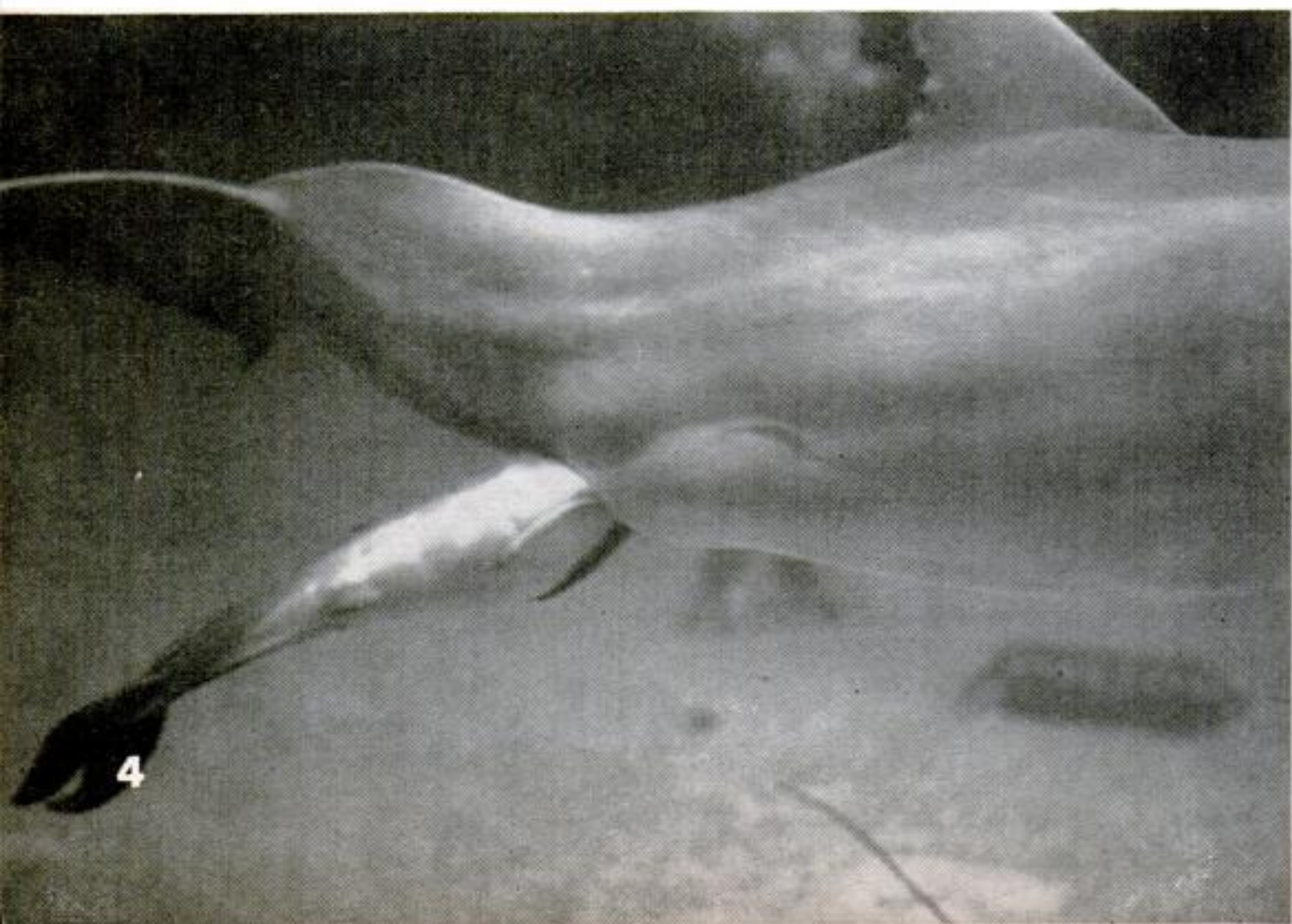
At 2:28 p.m. on St. Valentine's Day, a female porpoise, one of only six in captivity at Marineland, begins to bear an offspring. Its tail emerges from mother's body (*upper left*).



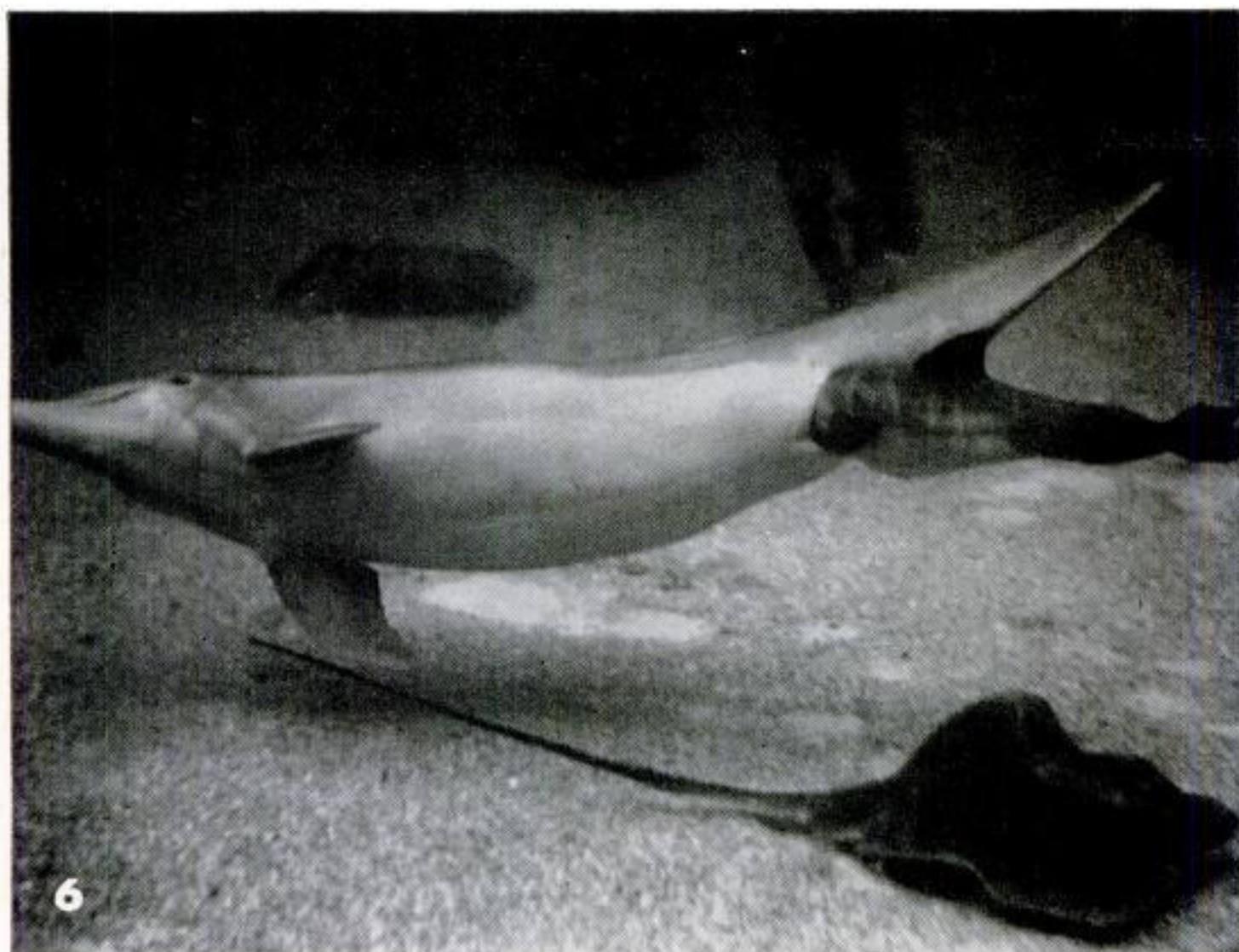
After an hour and 15 minutes of labor, about one-quarter of the baby is exposed. During this early period, the mother swims gracefully about the tank ignoring her jittery mate.



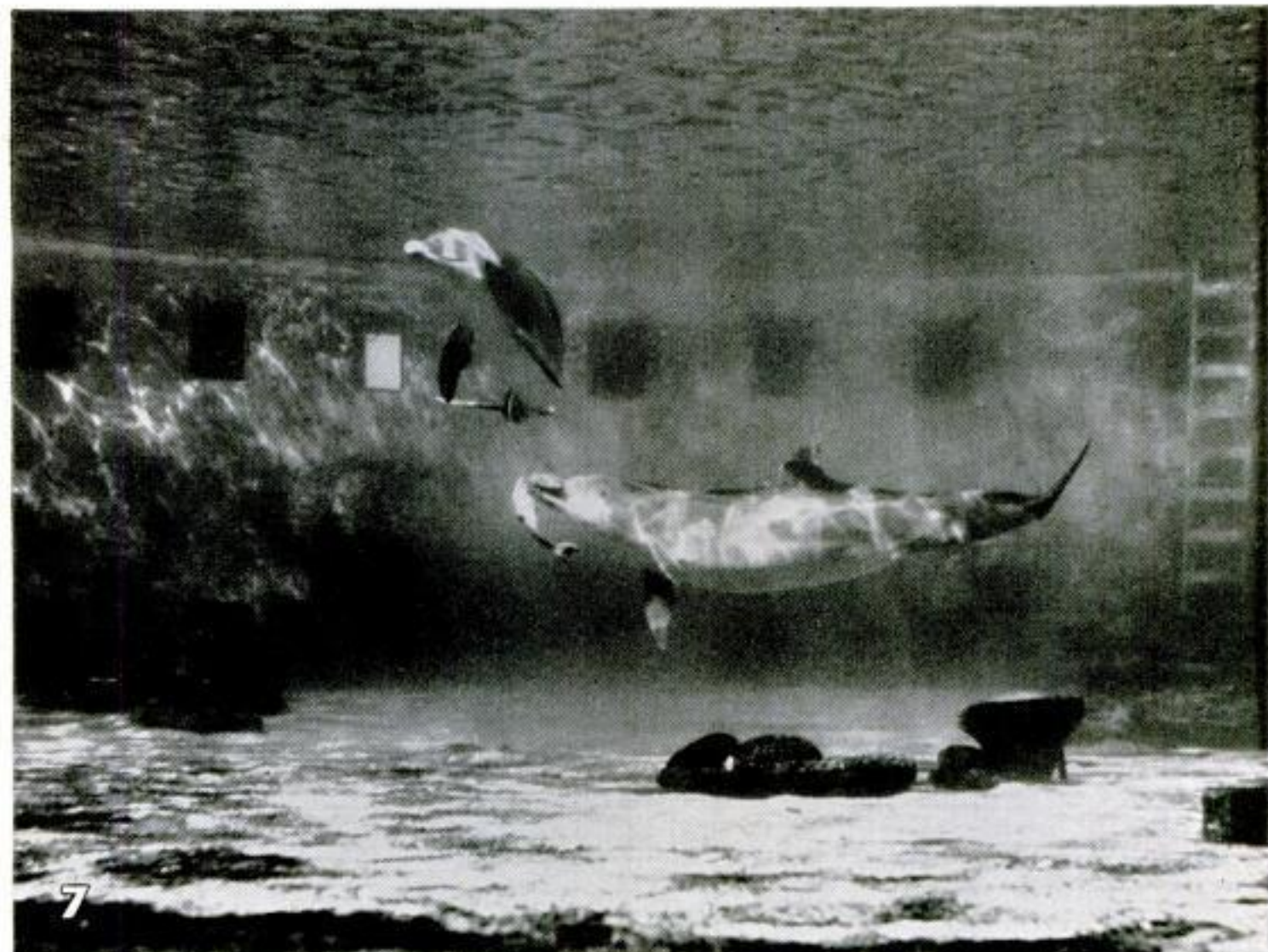
After an hour and 58 minutes, the young porpoise's dorsal fins begin to appear. Below: after two hours and 20 minutes, the dorsal fins are virtually clear of the mother's body.



After two hours and a half, the mother porpoise dives to the bottom and makes frantic efforts to release her dangling offspring by rubbing her belly and tail section against the floor of the pool.



After two hours and 54 minutes, the head of the baby porpoise is almost exposed to view. The long-tailed kribia floating in the lower-right foreground is a species of the sting ray.



After three hours and two minutes, the baby is born. This remarkable picture shows mother balancing baby on her snout as she tries to lift it to surface to breathe. Father hovers above.



The obstetrician arrives when the mother, after vainly striving to raise her 25-lb. female baby, abandons it. Divers who had stood by during labor now bring the infant up for air.



Artificial respiration is administered by attending scientists as soon as baby reaches the surface. Thirty minutes' work proved unavailing. The little porpoise never drew a breath.



Jews in Warsaw must wear yellow triangles on their backs and walk in the gutters. This amazing picture was taken

by a ruined Polish nobleman who hid a tiny camera in his rags and managed to escape Poland with his pictures via

Russian Poland and Lithuania. All Poles must make way for Germans on streets, tip their hats, go indoors at 8 p. m.

THE GERMAN VICTORS SET ABOUT DESTROYING CONQUERED POLAND



Warsaw's defenders lie under these wooden crosses of Warsaw's St. Alexander Church, which was hit while

communicants were praying during the siege of Warsaw. Most churches have been closed by Germans.

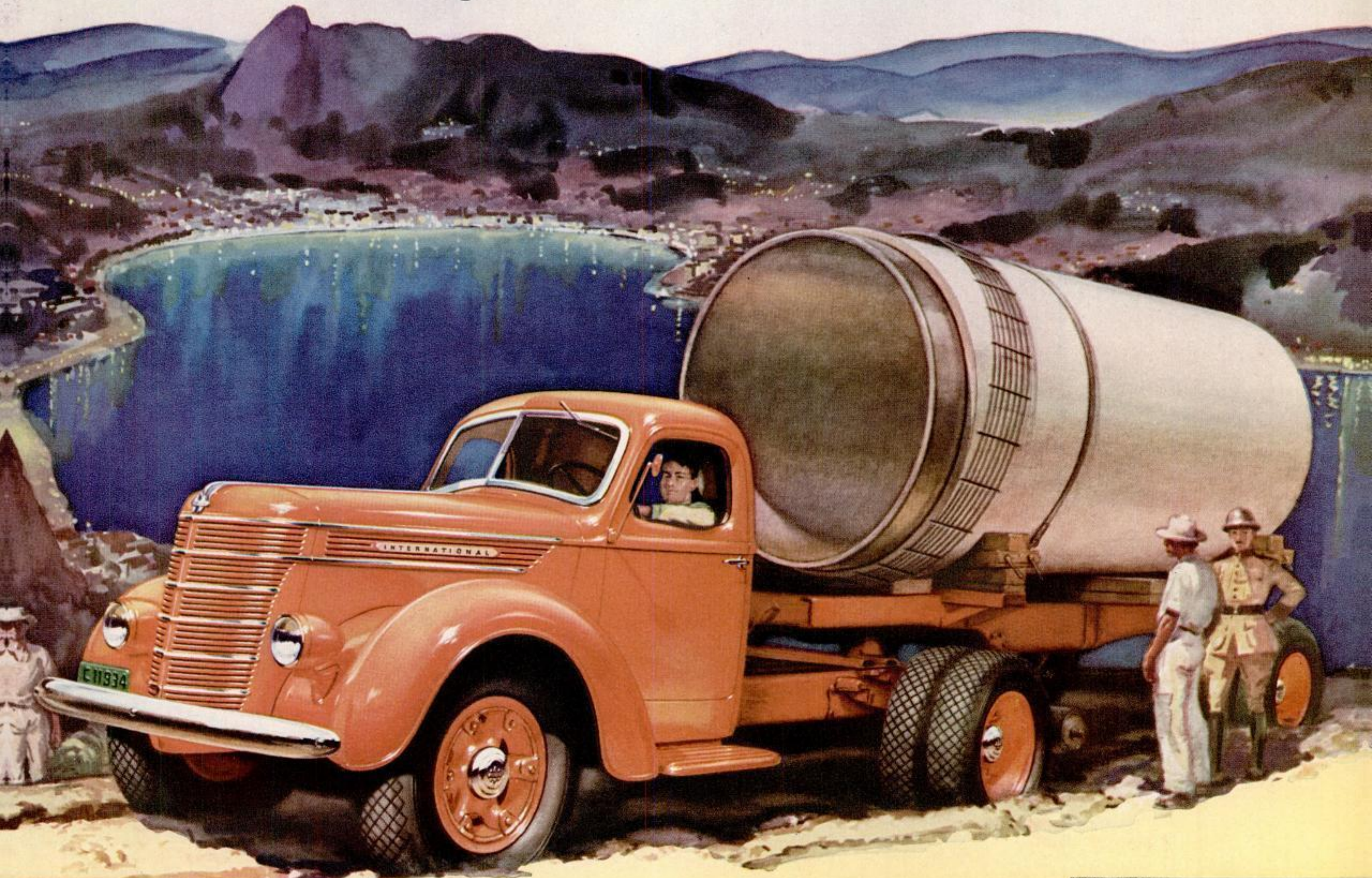
These two pictures are the first visible evidence of the most terrible story in the world today—the death of the Polish people. This is Warsaw, center of what the Germans call the *Gouvernement General*, a rump area treated as a colony. It is now one vast city dump, crawling with the starving, hopeless and diseased.

For every Pole caught with a weapon, according to official German policy, ten Poles are still being executed. For every “murder” of a German Pole (rated a traitor by the Poles), 100 Poles are executed. Survivors are driven to the public squares to watch the executions. A few face the firing squads with the proud boast of the Polish national anthem, “Poland is not yet lost!” Typhoid is raging. There is no coal. German soldiers coming from Poland speak of it with horror, of “the graveyard atmosphere, the dumb submission of the peasants, the inextinguishable hatred gleaming from the eyes of the executed leaders.”

The disgusted German Army handed the ugly job over to Heinrich Himmler's Death's Head Brigade of the SS. Civil prisoners are given from 60 to 120 blows every few days with truncheons. Priests, forbidden to give absolution to those condemned to die, make the sign of the cross as they watch the doomed men led out. The art works of Warsaw and Cracow are being sent to Germany.

Still more thorough is the extermination in Pomerania, Posen and Silesia, which Hitler proposes to fill so solidly with Germans that no peace treaty or plebiscite can take them away from Germany. On the claim that 2,000,000 Germans were forced out by Poles after 1918, he has executed 15,000 Poles, deported half a million. To replace them, he has brought German Balts from the Baltic nations and about 120,000 Germans from Russian Poland.

Rolling down to RIO



International Trucks and Tractors Cut Costs and Save Time on Gigantic Water Conductor Project

Gay, glamorous Rio de Janeiro moves ahead on its march of progress. A gigantic engineering project is under way to bring crystal-pure water from the mountains to the beautiful capital of Brazil. Sixty miles of twisting, turning, up-hill and down-hill aqueduct construction crosses the colorful Brazilian scene to bring the need and the source together.

Thirteen thousand 22,000-pound iron and concrete tubes will carry the water. Carrying the tubes to their places in the line called for another kind of transportation — modern heavy-duty International Trucks.

The great project demanded the best in engineering skill, business organization, and reliable equipment. Dahne, Conceição & Cia. (Adductora Ribeirão Das Lages S. A.) was awarded the contract. International Trucks and Diesel TracTractors "rolled down to Rio" and shouldered the job of clearing, grading, and preparing the

right-of-way; transporting tubes, materials, and supplies; and easing the heavy tubes into the trench without cracking.

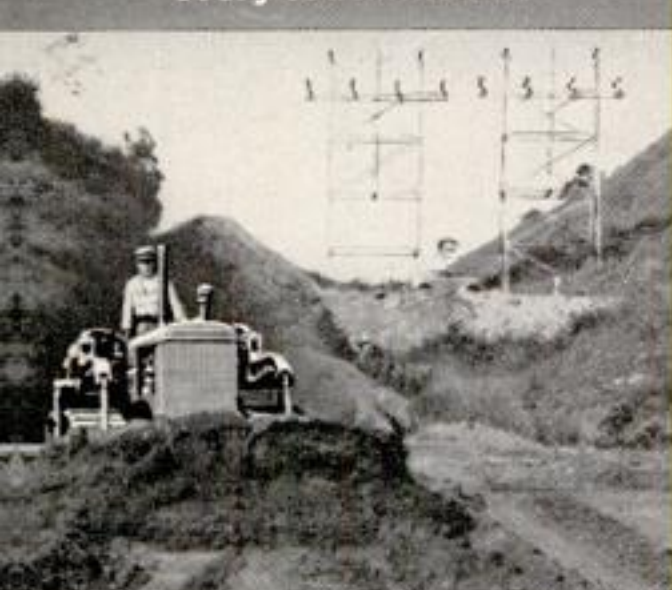
Through the past year the snake-like line has progressed steadily across the valleys and over the hills. Soon, far-sighted Rio will enjoy the full benefits of its newest utility. Thanks to the ability and dependability of 18 International Trucks and 9 Diesel International TracTractors, a great city's dream becomes reality!

The world is dotted with such records of International achievement. If you have a hauling job to do, there's a powerful International that's built and styled for your work. Sizes range from Half-Ton Light Delivery to powerful Six-Wheelers. Ask the nearest International Dealer or Company-owned Branch for a demonstration.

INTERNATIONAL HARVESTER COMPANY
(INCORPORATED)
180 N. Michigan Ave. Chicago, Illinois



All set to go! A new load every few minutes.



International TracTractors clear and grade the right-of-way.



Rapid and careful unloading of tubes by chain-hoist system.



Easing 22,000-pound tubes into place. No cracks, no damage!

Copyright 1940, by International Harvester Company, Incorporated

INTERNATIONAL TRUCKS

Copyrighted material

Limericks on a new low price—



1— Said an old man of local renown,
"So the price of Paul Jones has come down!
It used to be dear—
But now, so I hear,
It's the best whiskey bargain in town!"



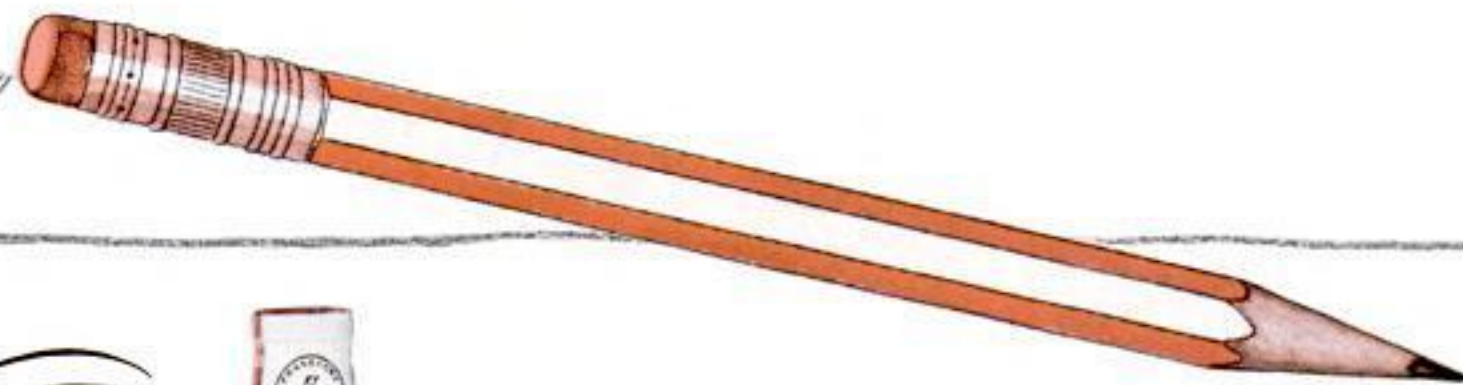
2— Said a whiskey expert named Rice,
"Let me give you a piece of advice:
Paul Jones is still DRY...
Still an ALL-whiskey buy...
In fact, nothing's changed but the price!"



3— A business man, incomprehensive
Said, "Paul Jones tastes very expensive—
Yet its price is quite low
...How it's done I don't know;
But no wonder your sales are extensive!"



4— A gay blade named R. Edwin Lee
Clicked his heels in a great burst of glee,
And said, "With its dryness
And new-low-priced 'buy-ness'
Paul Jones is the whiskey for me!"



THE PAUL JONES WARRANTY

Paul Jones has long been one of America's best-known "expensive whiskeys"—sold for years at a much higher price. We warrant that today—at its new low price—Paul Jones is the same, identical whiskey in every respect... still DRY (not sweet)... still ALL whiskey, whiskey every drop.



TRY

Paul Jones
AT ITS NEW LOW PRICE

IT'S DRY

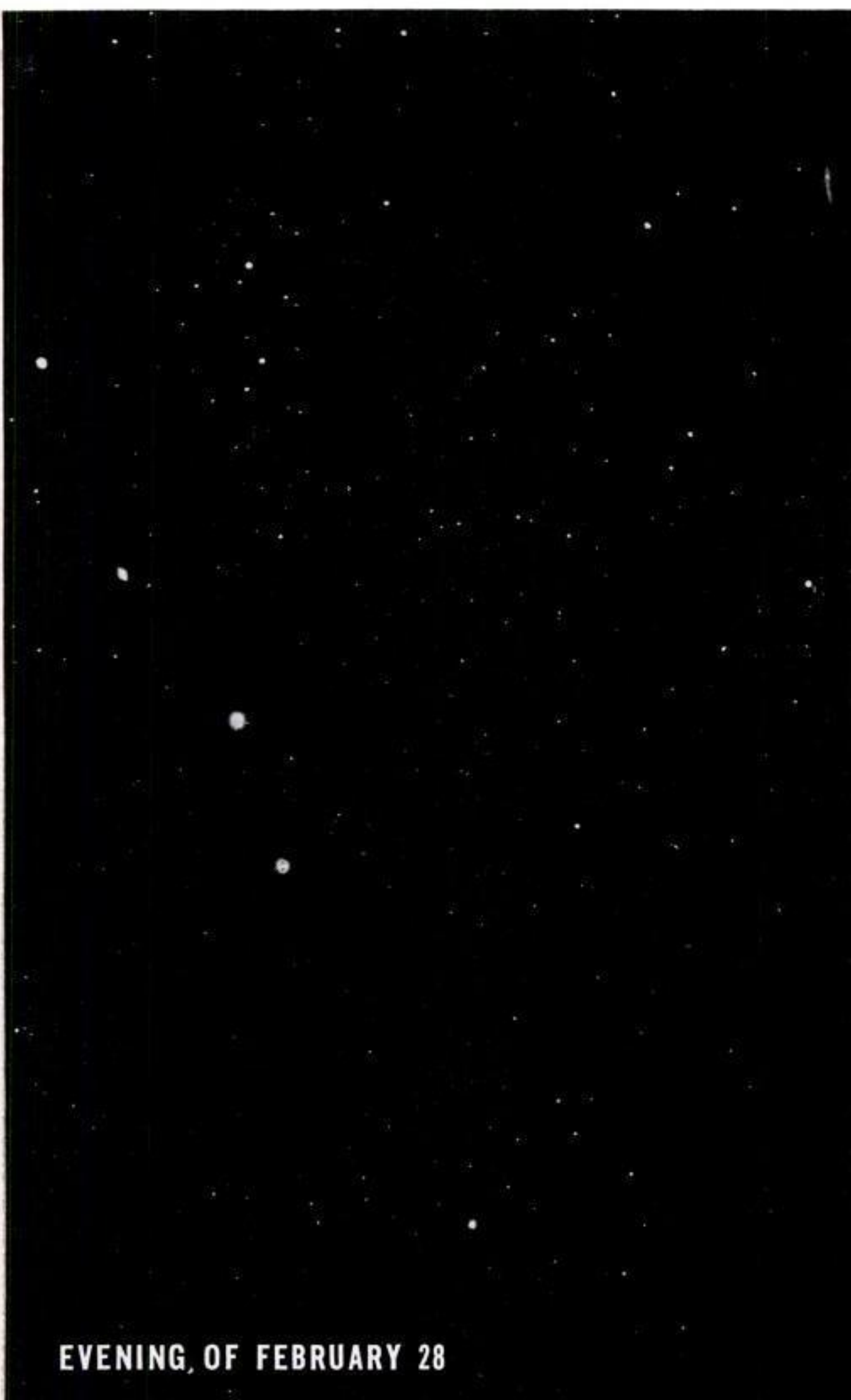
A blend of straight whiskies—90 proof
Frankfort Distilleries, Inc., Louisville & Baltimore

MERCURY, MARS, SATURN, JUPITER & VENUS LINE UP AS EVENING STARS

To an ancient soothsayer, the evening of Feb. 28, 1940, would be charged with extraordinary possibilities of good and evil. For, as that day's sun sinks and the light fades, no less than five evening stars will wink out in an ascending line in the southwestern sky. They are the five planets visible to the naked eye—Mars, Saturn, Venus, Jupiter and Mercury, as shown in descending order in the photograph below.

While astronomers do not regard this freak formation as a portent, it is one of the rarest sights in the heavens and the staffs of the country's planetaria have been busily spinning their skies around to get a preview of the show. The photographs on this and the following page were taken on the domed ceiling of the Franklin Institute's Fels Planetarium in Philadelphia. They show the five planets in a line as they will appear on Feb. 28, and the same segment of the sky as it will be a week later, on March 6, when Venus has apparently overtaken Saturn.

Unlike stars, the planets do not have fixed positions in our sky. They wander among the constellations according to the variations of their orbits and the earth's own travels around the sun, giving rise to the "science" of astrology and some tough problems in celestial mechanics. The most elusive is little Mercury, which is not much larger than the moon and is so close to the sun that it never appears at night. This conjunction is so rare that no astronomer has calculated when it will occur again.

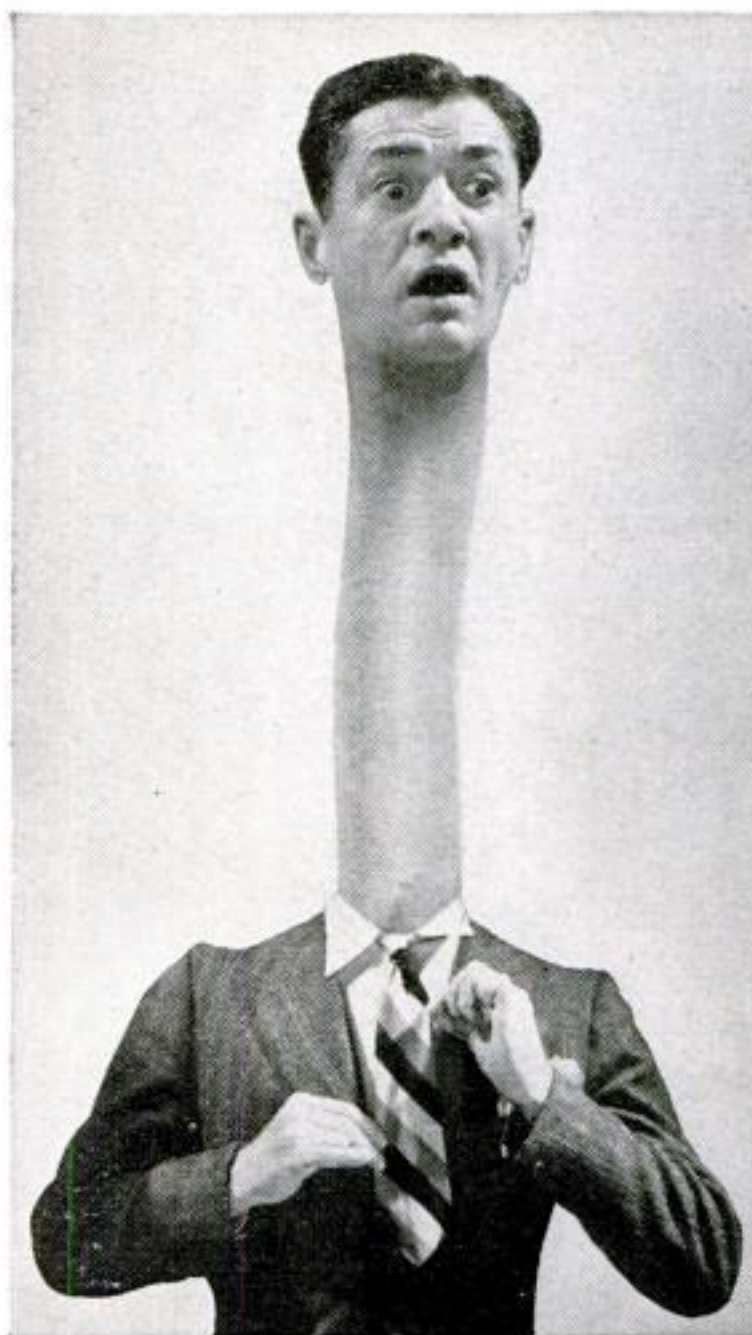


EVENING OF FEBRUARY 28

Ladder of planets stretches upward in southwestern sky. Reading downward: Mars, Saturn, Venus, Jupiter and Mercury. In this planetarium photograph, size of planets and the great nebula in Andromeda (upper right) is much exaggerated.

CONTINUED ON NEXT PAGE

Have you had any nightmares lately?



1. **IN YOUR DREAMS** do your collars shrink so tight they squeeze your neck out like a giraffe's? Better switch to Arrow Shirts. They're Sanforized-Shrunk; their fabric can't shrink even 1%!



2. **EVER DREAM** you were inflated like a balloon, filling out your shirt's tent-like cut? R: Arrow Shirts. Their *Mitoga-cut* curves with your waist, slopes with your shoulders, tapers with your arms.



3. **DO YOU SEE BUTTONS** every place you turn? That's because you're forever replacing the pesky things. Arrow Shirt buttons, however, really stay put, because they're anchored on!



4. **PERFECT DREAM** of a shirt: Arrow Dart; its collar is crisp and handsome all day (without starch). \$2.25. Also with non-wilt collar: superfine Dale, \$2.50. Other Arrows \$2 up. Get them now.

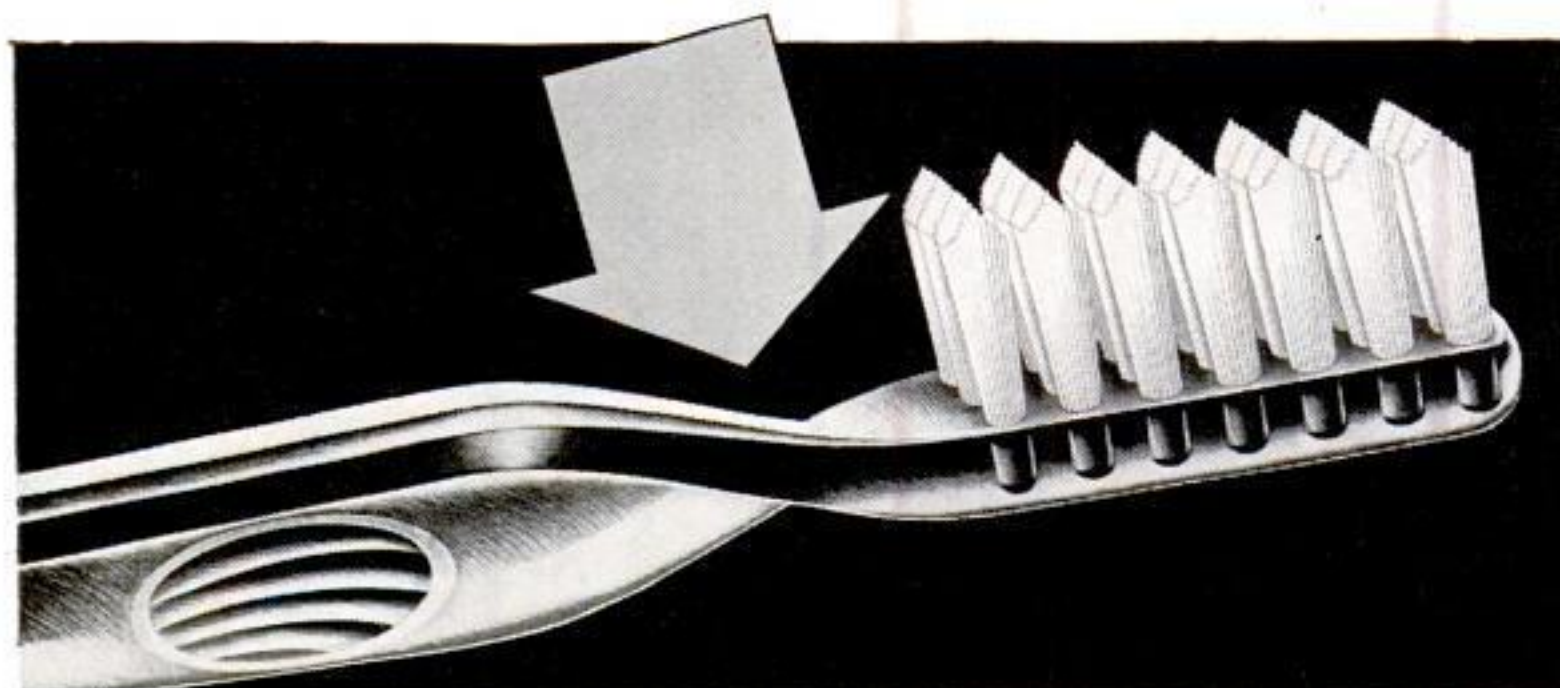
ARROW SHIRTS

Made by Cluett, Peabody & Co., Inc.

Sanforized-Shrunk—a new shirt free if one ever shrinks out of fit

A SIMPLE TWIST

in this D. D. Tooth Brush Handle



HELPS YOU CLEAN

teeth more correctly, more efficiently, easier!



It's almost unbelievable how one simple twist in the handle of the D. D. Tooth Brush can improve the care of your teeth and gums! Yet it's true!

For this exclusive twist makes the D. D. tooth brush amazingly easy to use. It enables you to clean your teeth with the proper brushing motion that thousands of dentists recommend.

Yes, and you not only clean your teeth thoroughly...even reaching difficult spaces between the teeth—but at the same time, you massage your gums.

What makes the new D. D. tooth brush so efficient, so perfect? Because it was designed with the help of over 1,000 dentists. It embodies many excellent ideas these dentists suggested.

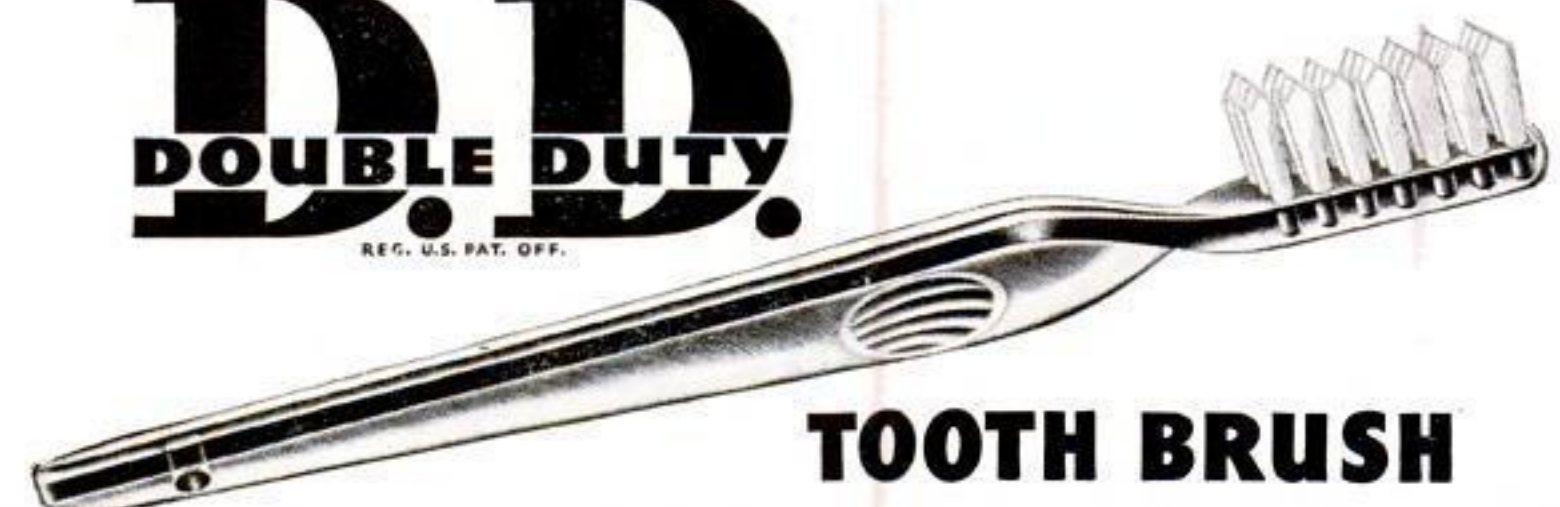
After we had obtained their advice—we made the first D. D. tooth brushes. Then, we showed them to dentists all over the country. Their approval was enthusiastic. Many began to recommend it to their patients...certainly a great tribute to the D. D. tooth brush.

Cleans Teeth With Amazing Ease!

Try the new D. D. tooth brush yourself. You'll find it makes it easier for you to clean your teeth—to give your gums a healthful massage too.

Get your D. D. tooth brush from your druggist today. See how the revolutionary new D. D. helps you to have cleaner teeth, firmer gums, a brighter smile because it makes correct cleaning and gum massage more easy and natural.

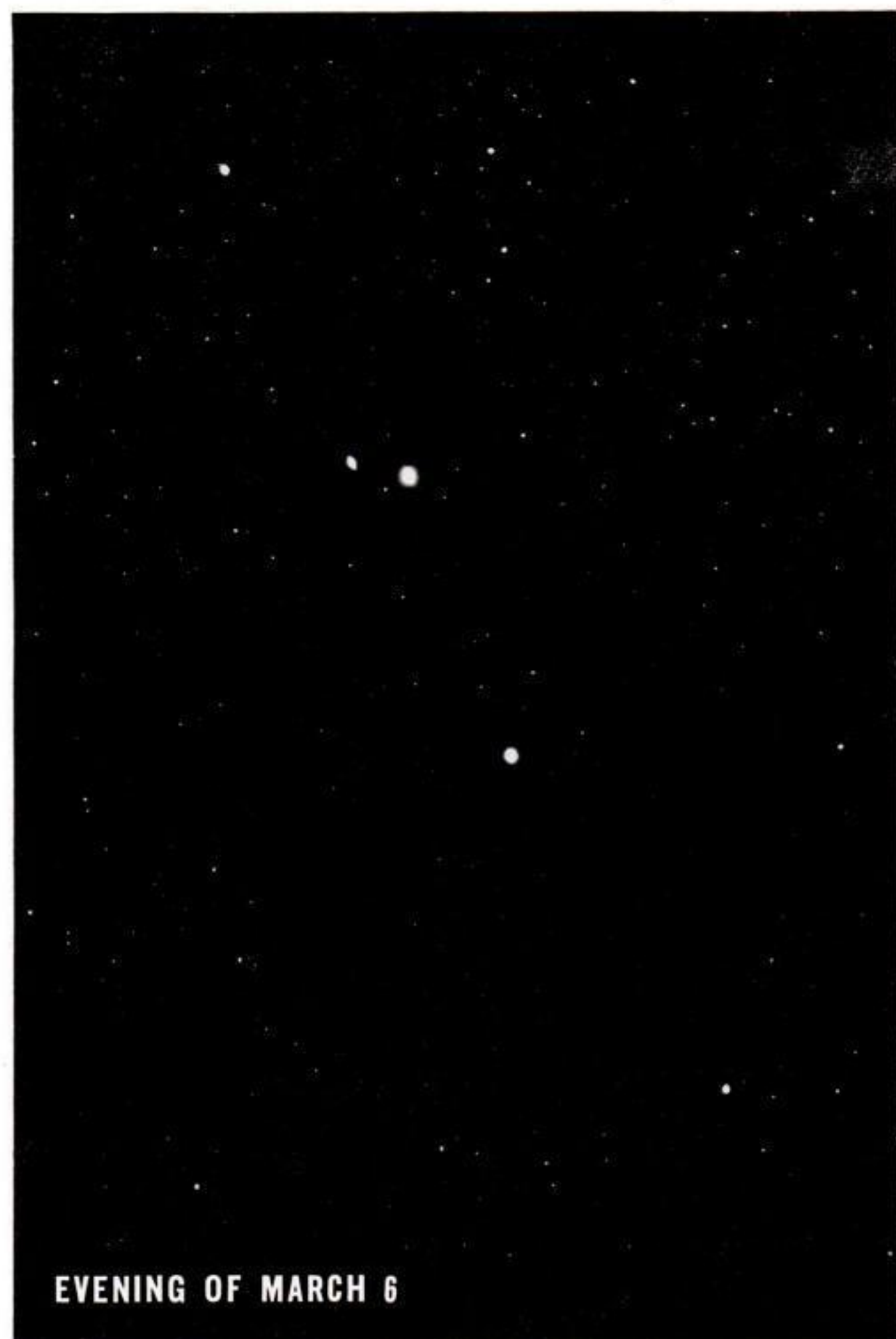
D. D.
DOUBLE DUTY
REG. U.S. PAT. OFF.



TOOTH BRUSH

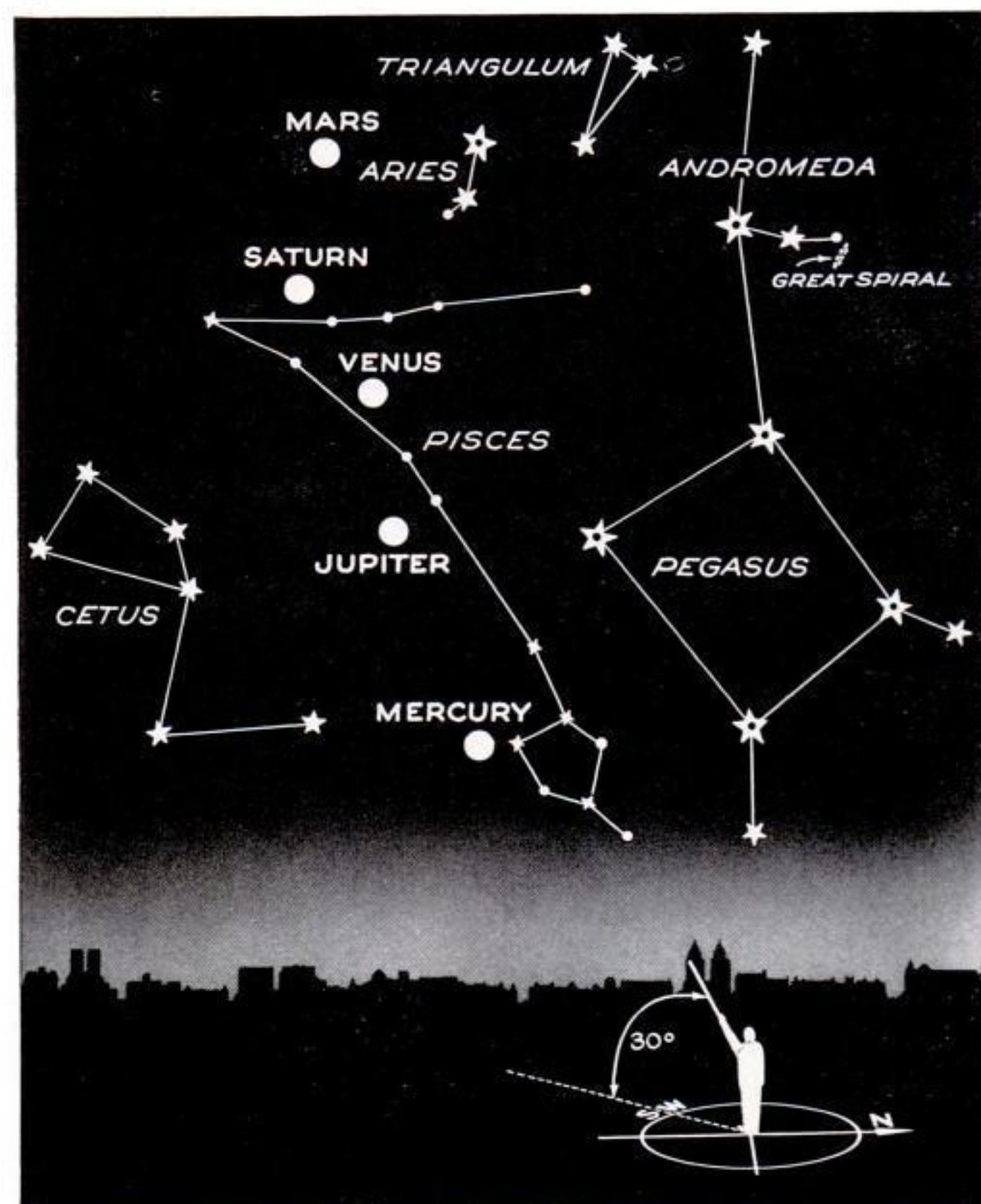
DESIGNED WITH THE AID OF OVER 1,000 DENTISTS

Five Planets (continued)

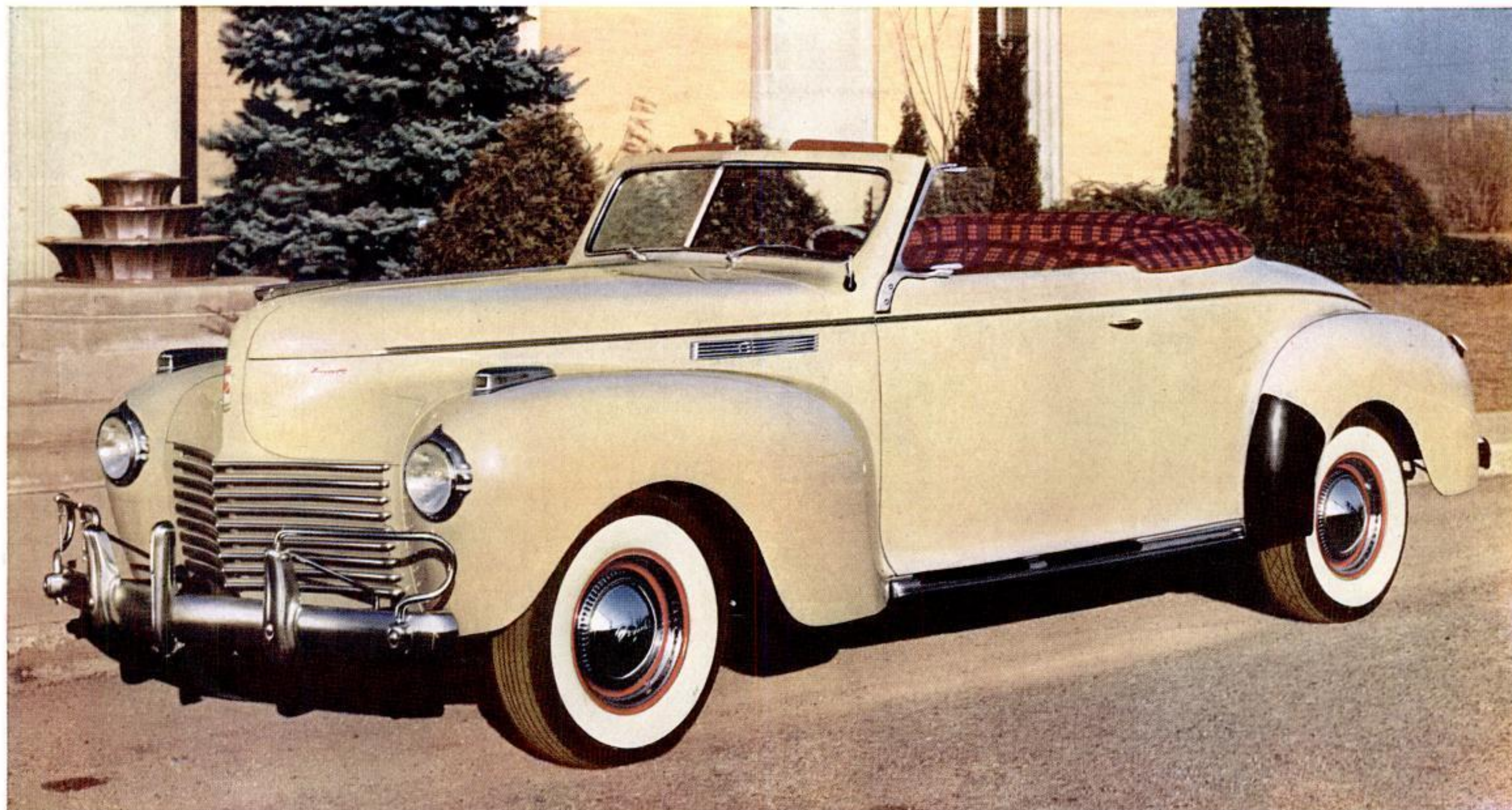


EVENING OF MARCH 6

A week later Venus has apparently "caught up" with Saturn and is close to it. Other planets are in almost the same relative positions. The five planets will continue to be evening stars until March 16, when Mercury will set before sundown.



Looking southwest three-quarters of an hour after sundown on February 28, this is what you will see. Point your finger up at the indicated angle and you will be aiming directly at Venus. Map shows the relative positions of the other planets.



Announcing The CHRYSLER HIGHLANDER



SWAGGER as a champion Scottie — in fact, many of its fans call it "The Scottie" — the new Highlander is the latest member of the distinguished family of Beautiful Chryslers for 1940.

If you want to enjoy the smartest thing in coupes — either convertible or regulation — ask to see either the Highlander or The Scottie (it answers to both names) with its authentic Scotch plaid and moleskin leather upholstery.

The Convertible Coupe has the famous automatic top. Simply touch a button and the top smoothly folds or rises. No tug, no squeeze, no strain. This convenience is equally appealing to dainty ladies and strong men.

Here are the thrills of Chrysler's great performance and perfect comfort accentuated by the niftiest of new modes and conveniences.

Be sure to see your nearest Chrysler dealer. Just say, "I'd like to see the Highlander (or The Scottie) model of the Beautiful Chrysler."

★ ★ ★

★TUNE IN ON MAJOR BOWES, COLUMBIA NETWORK, THURSDAYS, 9 TO 10 P.M., E.S.T.

Note the swagger appearance of the Highlander Convertible Coupe, with automatic top down.



BE MODERN

Buy Chrysler

Pork Sausage

FAMILIAR
SAUSAGE
FRIENDS



FAMILIAR SAUSAGE FRIENDS of which you never tire. *Sausage and scrambled eggs*... good any time from dawn till midnight. *Sausage and Apple Rings*... old flavor-mates. *Sausage and waffles*... with plenty of butter and honey or maple syrup. *Sausage and pancakes*... the great American breakfast. *Pork Sausage Dinner*... with mashed potatoes. *Cocktail Sausage*... diminutive size, served piping hot on toothpicks.



You'll vote for the way they sizzle in the pan . . . their tantalizing aroma . . . their crisp brown "squads-on-platter" look . . . then to cap it all, the savory, flavory, taste that has made men, women and children come a-running to table—from ancient Grecian times on down to today.

What are pork sausage links?

They're handy parcels of selected, tender pork, packed fresh; seasoned to make them "sausage."

They're all meat, tucked away in natural jackets to keep that "you-can't-get-enough-of" flavor.

They're full of body-building proteins. They're as easy to digest as chicken; as easy to cook as an egg.

Children like them—and they like children. Strong men choose them; smart women serve them.

They "stand on their own like a million" in meals, and they work with other foods.

They're edible from link-end to link-end—no bone, no waste.

They're for breakfast, lunch and dinner. They're at home at the cocktail party, and they star in the midnight snack.

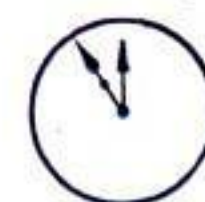
There are many ways to serve pork sausage links—all of them good. We give you several suggestions here.

Your meat dealer is featuring pork sausage links this month. INSTITUTE OF AMERICAN MEAT PACKERS

ANY TIME ANY MEAL ANY PLACE



Cornbread and Pork Sausage Links—(upper right). Delicious for Sunday morning or any weekday breakfast. Sift together 1½ cups all-purpose flour, ¾ cup yellow cornmeal, ¾ teaspoon soda, ½ teaspoon salt and 2 tablespoons sugar. Beat 1 egg well, add 1½ cups thick buttermilk, and beat in cornmeal mixture. Beat in 2 tablespoons hot sausage drippings and turn into pan greased with drippings. Arrange 12 pork sausage links on top and bake in hot oven (450° F.) about 30 minutes, or until brown. Serves 4 to 6.



Broiled Sausage Luncheon—(center right). Quick-lunch dish—and a fine blend of flavors. Place 3 broiled pork sausage links alternately with 3 cooked asparagus tips on a slice of toast, allowing 2 pieces toast to a serving. Serve with hot cheese sauce made by adding ½ cup diced yellow cheese to 1½ cups medium white sauce. Sufficient sauce for 4 servings.

Pigs in 'Taters

(lower left). Hearty and savory lunch-time food. Cut small baked potatoes in half lengthwise; scoop out and mash with about ¼ cup milk and 1 tablespoon butter for each cup potato. Season to taste. Pile into potato shells, lay 1 or 2 cooked sausage links on each,

and reheat in moderate oven (375° F.) until toasted, about 25 minutes. Serves 4.



Sausage Cobbler—(upper left). Something new in flavor combinations. Combine 2 cups stiff, tart applesauce, 2 cups diced cooked sweet potatoes, and 10 sliced cooked pork sausage links and turn into casserole brushed with sausage drippings. Cover with drop biscuit dough made with ¾ cup all-purpose flour, 1¼ teaspoons baking powder, ½ teaspoon salt, ½ cup milk, and 2 tablespoons sausage drippings. Decorate top with 6 uncooked sausage links and slices of red-skinned apple. Bake in hot oven (450° F.) until well browned, about 30 minutes. Serves 4 to 6.

Sausage and Spaghetti Casserole—(lower right). A whole meal in itself. Cook 7 or 8 oz. spaghetti till tender in boiling salted water; drain. Make tomato sauce with 3 tablespoons butter, 3 tablespoons flour, 1 teaspoon salt, and 1½ cups tomato juice. Partially cook 1 lb. pork sausage links. In greased casserole, arrange alternate layers of spaghetti, tomato sauce, half the sausage links diced, and ¾ cup grated cheese. Top with rest of sausage links, whole, and 8 small white onions. Sprinkle with ¼ cup grated cheese, and bake in moderate oven (325° F.) for 50 minutes. Serves 4.

..the People's Choice

NEW
SAUSAGE
FRIENDS



Pork sausage links—
Bake, broil or fry 'em.
In these recipes
Be sure to try 'em!



Pigs in Blankets—(center). A quick trick for supper or any late snack. Make biscuit dough using 2 cups sifted all-purpose flour, 4 teaspoons baking powder, $\frac{1}{2}$ teaspoon salt, 4 tablespoons lard, $\frac{3}{4}$ cup milk; roll $\frac{3}{4}$ inch thick and cut in 12 rectangular pieces. Roll up a partially cooked pork sausage link in each piece and bake in a hot oven (425° F.) for 10 minutes. Serve with mustard or horseradish sauce. Serves 4. **Two good dishes to serve after the movies:** (1) pork sausage links on French toast with hot apple sauce; (2) pork sausage links cut into half-inch pieces, fried and then scrambled in eggs.

Do you know WHY A SOLDIER SALUTES?



Feudal knights, passing in review at the end of tournaments before a newly-crowned Queen of Love and Beauty, used to raise mailed fists to their eyes. This gesture, indicating that the knights were dazzled by the beauty of the Queen, was the forerunner of what we know today as a salute!

A Free Booklet Describing the Origin of Human Customs sent on request.



A Finer Flavor Awaits Your Command

Just ask for GLENMORE and a new experience will be yours. Its smoothness and mellowness...its true Kentucky flavor will reward you richly. The quality of this whiskey has set GLENMORE's unequalled record—the only distillery to have produced More Than A Million Barrels of Fine Kentucky Bourbon.

FREE—we will gladly send you a copy of the Old Colonel's recipe booklet of famous Kentucky drinks.

Pour
Glenmore
...you get more

GLENMORE DISTILLERIES COMPANY, INCORPORATED
LOUISVILLE—OWENSBORO, KENTUCKY

No. 19 of a series:
FACTS
BEHIND OUR
HUMAN CUSTOMS



Look for the Glenmore Colonel
... symbol of the proudest
names in Kentucky whiskies.



The Aristocrat of Bonds
Kentucky Straight Bourbon Whiskey—
Bottled in Bond—100 Proof



You ought to know
TOM HARDY
A Blend of Kentucky Straight Whiskies
90 Proof



*Change to MINT SPRINGS
and keep the change*
Kentucky Straight Bourbon Whiskey
86.8 Proof

Copr. 1940, Glenmore Distilleries Co., Inc.

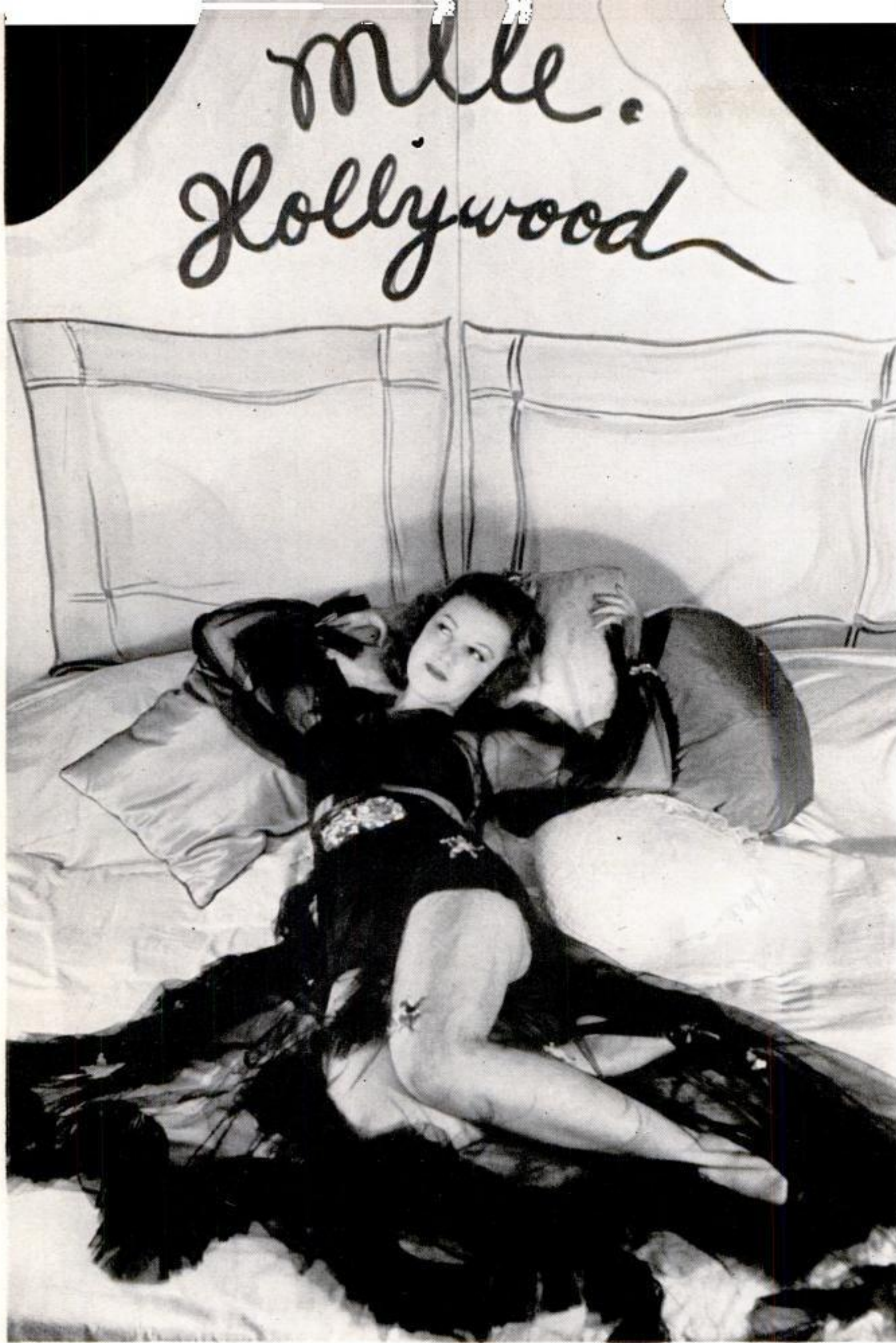
Gold Label—100 Proof
Silver Label—90 Proof

PRETTY GIRLS, WITTY SONGS MAKE "MEET THE PEOPLE" HOLLYWOOD HIT

This winter, to its own astonishment, Hollywood has produced a theatrical smash hit. Usually, Hollywood is too busy making movies to bother with the theater. Even such a stage favorite as Katharine Cornell played only to half-filled houses in Hollywood last month. But now, from its own ranks, comes a musical show called *Meet the People*. Instead of stars and a lavish production, it offers a company of 30 young performers who dance, sing, and make fun of world politics and Hollywood's great names. Hollywood is eating it up.

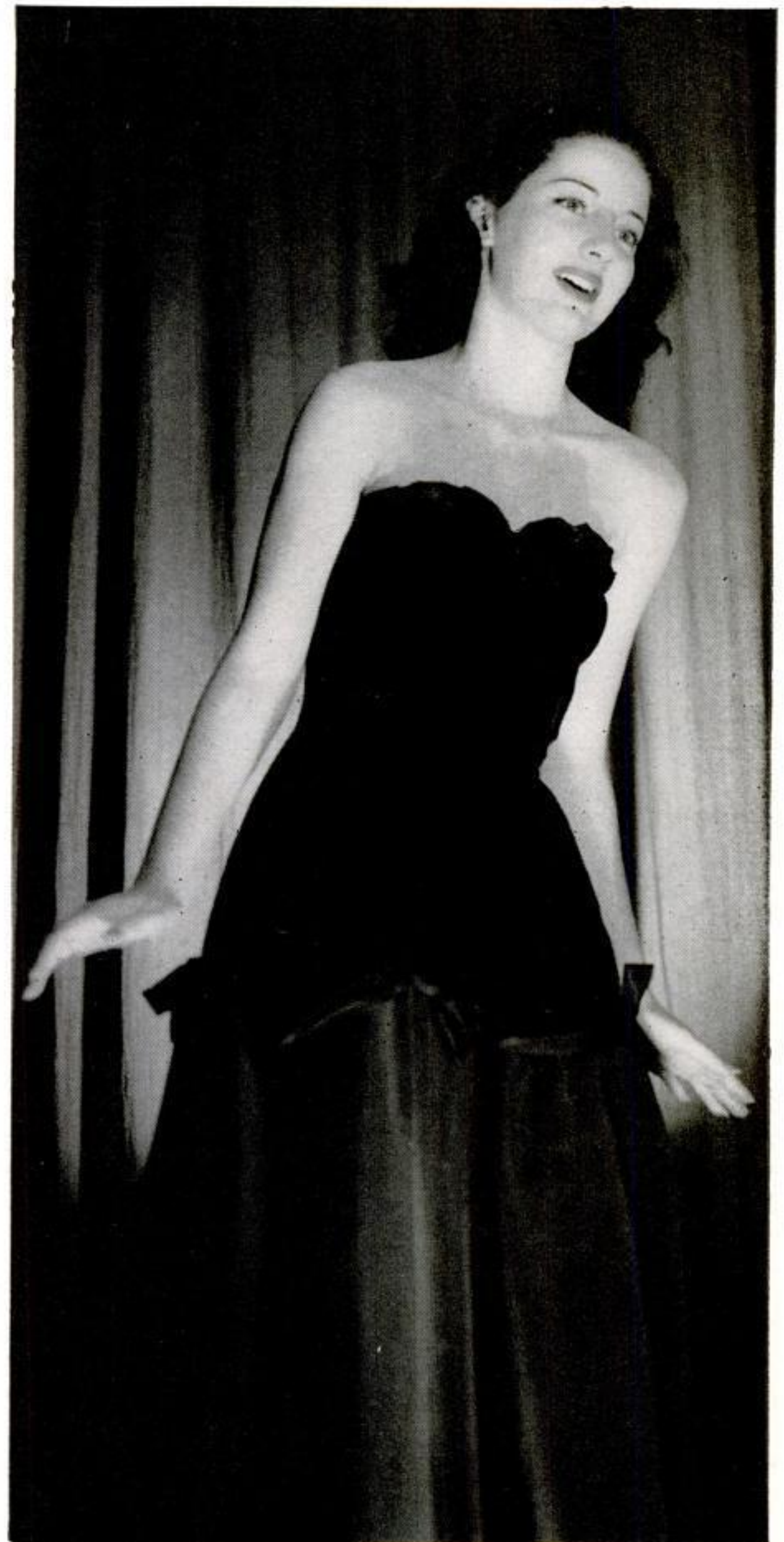
Meet the People was started last summer by 25 writers and composers belonging to the Hollywood Theatre Alliance. Their object was to give unknown, job-hunting youngsters a chance to display their talents. After four months of auditions and rehearsals, the revue opened in a little playhouse seating 400. Only 125 first-nighters showed up. But every critic in town gave the show rave notices, and the house was soon sold out three weeks in advance.

Amazed to find so many undiscovered pretty girls, movie producers gave every girl in the show a screen test. Four have already signed movie contracts. This month the revue moved to a theater three times larger, and is still a sell-out. If *Meet the People* can break away from its audiences, it will open on Broadway this spring.

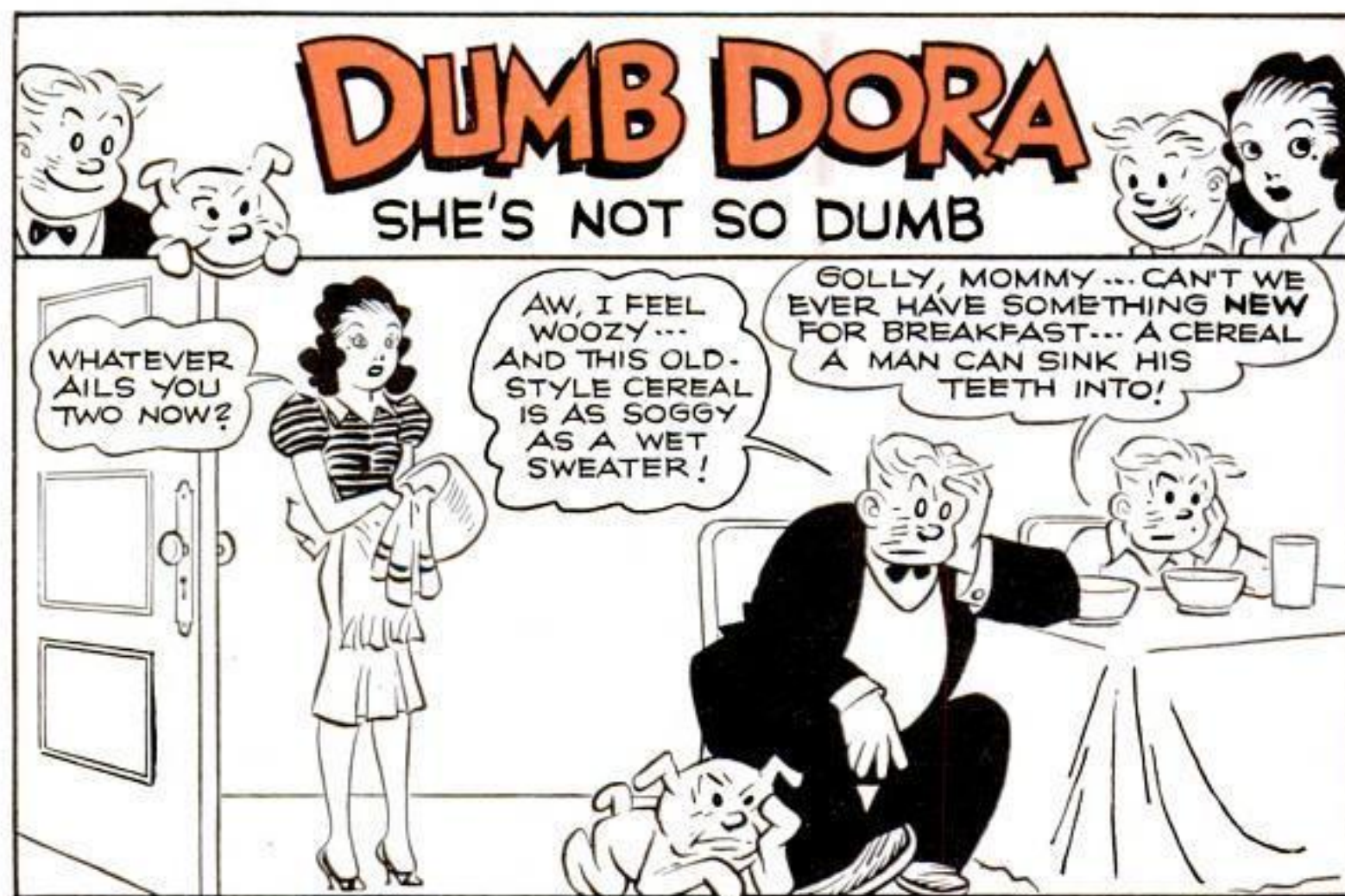


"The Sleeping Beauty," played by Fay McKenzie in *Meet the People*, satirizes Hollywood's intellectual inactivity. While Fay sleeps, soldiers, gangsters and radicals rush by her and the chorus sings, *She sleeps*,

our sleeping beauty in her ivory tower so high, far from the strife and daily life, while the world goes rushing by. Below, Prince Charming (Barney Phillips) wakes Mlle. Hollywood by jabbing her with a pin.



Virginia O'Brien is swing-singer with new technique. She croons softly, hardly moves a muscle but keeps busy with her eyes. Warner Bros. signed her up.



IT'S BITE SIZE
No Muss. No Crumbling

NOW A CEREAL FLAVOR SO NEW, SO DIFFERENT, IT'S GUARANTEED TO PLEASE OR YOUR MONEY BACK!

HERE'S A flavor so sensational, it's protected by U. S. patent. A flavor so delicious that it makes a hit with everyone in your family — or you get your money back. The money-back guarantee is printed on the bottom of every package.

And flavor's only half the story. Made of whole wheat with all the germ and bran left in, Shredded Ralston is rich in energy, mildly laxative, easily digested. Order a package tomorrow.

Shredded Ralston
Toasted WHOLE WHEAT, Malt, Sugar, Salt
RALSTON PURINA COMPANY - ST. LOUIS, MO.

Flavor process U. S. patent No. 2,098,544
Ralston Purina Company
St. Louis, Mo.

"Meet the People" (continued)



"Eleanor Roosevelt" on her travels is lampooned by William Orr, who does his impersonations in a ratty fur coat. Says Eleanor, "I just arrived by carrier pigeon."



Bernice Parks sings a Harlem torch song called *Sugar Hill*. Born in Boston, Bernice danced last summer in San Francisco's fair. She stops the show in *Meet the People*.



"Franklin Roosevelt," back from one of his fishing trips, is another of William Orr's imitations. Says the President here, "I'm an angler, I've worked all the angles."



Bernice Parks dances a hot Guatemala rumba which brings down the house, as she sings a cordial invitation to the audience to meet her "down in Chichicastenango."

OLD BRAND LOST ITS PUNCH?



Try this idea...

In between the others...

SMOKE A KOOL

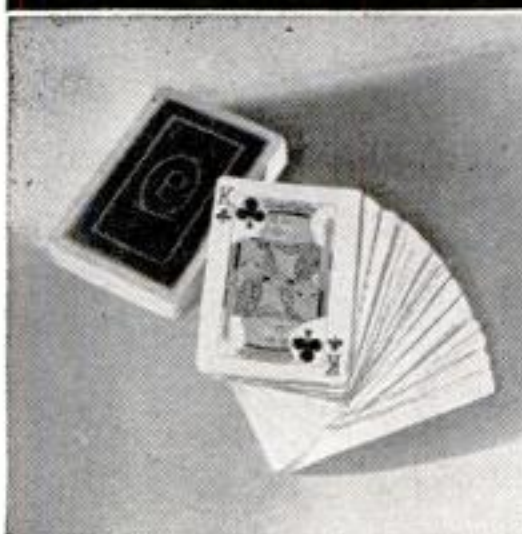
1. It gives your throat a welcome change.
2. The mild menthol is definitely refreshing.
3. You'll enjoy all your smoking more.

P. S. KOOLS are so much easier on your throat, lots of folks smoke 'em all the time.



UNION
MADE

VALUABLE COUPON ON EACH PACK...FOUR EXTRA IN CARTONS
Good in the United States for dozens of luxury premiums like these



Playing Cards—Initial or fancy back.
Best Quality. 60 coupons. 2 decks—100



FREE. Write for illustrated new edition B & W premium booklet, No. 17. Address the Brown & Williamson Tobacco Corporation, Box 599, Louisville, Kentucky.



Tilt-Top Table. Solid walnut. Marquetry inlay. 18" x 12 1/2". 21 1/4" high. 375 coupons.

B & W COUPONS ALSO PACKED IN RALEIGH & VICEROY CIGARETTES & BIG BEN SMOKING TOBACCO



Koussevitzky's bull fiddle stands neglected in the conductor's study. With tears in his eyes he explains that he is so busy that he has scarcely touched the instrument for five years.



Koussevitzky's wife, whom he once serenaded with his bull fiddle, pats him fondly on the head. His first great patron, she has always been his greatest and most worshipping admirer.

SEATED ON PODIUM AT REHEARSAL, KOUSSEVITZKY PEERS AT THE SCORE IN FRONT OF HIM



"YOU MUST ZING," HE EXCLAIMS. "YOU MUST BLAY THE NUTS" (MEANING "THE NOTES")



KOUSSEVITZKY, EX-BULL FIDDLER, CONDUCTS BEST U. S. ORCHESTRA

A few years ago, the big three of U. S. orchestra conductors were Toscanini, Stokowski and Koussevitzky. Today Toscanini conducts comparatively few concerts with his NBC radio orchestra. Stokowski does part-time work with the Philadelphia Orchestra. This leaves Sergei Alexandrovitch Koussevitzky, conductor of the Boston Symphony, as No. 1 full-time conductor in the U. S. The orchestra he leads is considered by most musicians to be the finest in the world. Respected by composers for sponsoring new work, Koussevitzky was honored this month by the Beethoven Association in New York for his services to American music.

To the 110 men in his orchestra, Koussevitzky is a tyrant who can be appeased only by fine playing. To the adoring dowagers of Boston, he is an amiable and courtly *grand seigneur* who never has time for a social life. Childless, he lives in a solid suburban house in Brookline, outside Boston. He likes good clothes, good food and champagne. He gets \$35,000 or \$40,000 a year. To Boston he is well worth it.

When Koussevitzky came to Boston, the city was in the musical dumps. Its once-great orchestra had fallen on evil days. Quickly dominating the orchestra—no easy job for a new leader—he soon made it sing like a choir of symphonic angels. Permanent conductor since 1924, Koussevitzky now takes the orchestra to the Berkshires every August for one of America's most important summer music festivals.

Sergei Koussevitzky was born in a Russian village in 1874. Son of a poor violin teacher, he went to Moscow for a musical scholarship. The only ones open were for trombone, horn and double bass. He chose the double bass and within a few years was the best bull-fiddle virtuoso in Europe. He became a conductor after his marriage, stayed in Russia until 1920 when, out of all sympathy with the Bolsheviks, he departed forever from his native land, leaving most of his and his wife's money behind.



"WE'RE OFF TO SEE
This Amazing America!"

Let Greyhound introduce you to the wonders of the world—right here in your own country

Take a deep breath, throw back your shoulders, and say from the bottom of your heart... "*This is my own, my native land!*" You'll be quoting from a grand old poem—but how true it rings this year!

You will find that 130 million other Americans are seeing their own country in a clear new perspective—discovering things so thrilling and beautiful that they seem to open up a bright new world. To see the unparalleled wonders

of America intimately, you must travel the great highways. To travel these highways in maximum comfort, fully relaxed, and at a fraction of driving cost—you must go Greyhound.

This is the time to start. February is mellow and golden summer down in Florida, along the Gulf Coast, and in the Southwest. The few hours en route by Super-Coach are spring-like, because of controlled heat and air conditioning.

PRINCIPAL GREYHOUND INFORMATION OFFICES:

New York City . . . 245 West 50th Street
Cleveland, O. . . . East 9th & Superior
Philadelphia, Pa. . . . Broad St. Station
Chicago, Ill. . . . 12th & Wabash
Boston, Mass. . . . 60 Park Square
Washington, D. C. . . . 1403 New York Ave., N.W.
Detroit, Mich. . . . Washington Blvd. at Grand River



San Francisco, Cal. . . Pine & Battery Streets
Ft. Worth, Texas . . . 905 Commerce Street
St. Louis, Mo. . . . Broadway & Delmar Blvd.
Charleston, W. Va. . . . 155 Summers Street
Cincinnati, O. . . . 630 Walnut Street
Richmond, Va. . . . 412 E. Broad Street
Minneapolis, Minn. . . 509 Sixth Avenue, N.
Memphis, Tenn. . . . 527 N. Main Street
New Orleans, La. . . . 400 N. Rampart Street
Lexington, Ky. . . . 801 N. Limestone
Windsor, Ont. . . . 403 Ouellette Ave.
London, England, A. B. Reynoldson . . .
. 49 Leadenhall Street

HERE'S THE COUPON THAT BRINGS YOU "THIS AMAZING AMERICA."

One of the most fascinating little booklets published is called "This Amazing America"—with 140 pictures and stories of strange, unbelievable things and places on this continent. To get your free copy, mail this coupon to nearest Information Office, listed above.

Name _____

Address _____

LF-2



CONTINUED ON NEXT PAGE



SPUD HAS JUST THE RIGHT AMOUNT OF MENTHOL!

Make allowance this winter for the heated, dried-out air you live in, breathe in — *and smoke in!*

Switch to Spuds — and you'll *taste and feel* the difference right away!

There's just the right amount of menthol in Spuds to be *delicious* to your taste and *soothing* to your mouth, nose and throat.

Not too much menthol — not too little — *but just the right amount* to give you the famous Spud effect — *accented tobacco flavor — heightened smoking enjoyment — much more refreshing taste and after-taste!*



Copr. 1940. The Axton-Fisher Tobacco Co., Louisville, Ky.

Koussevitzky (continued)



Koussevitzky works at home in a big study which is littered with music. Scores overflow from the piano to the tables and stand in shaky stacks on the bureau. The walls are covered with Koussevitzky's diplomas and citations. At far right



A group of famous musicians gathered at Koussevitzky's house in Berlin in 1907 and gave a mock concert. This is Koussevitzky's own picture of the event. Reinhold Glière, Russian composer, is best known for his ballet, *Red Poppy*. Feodor

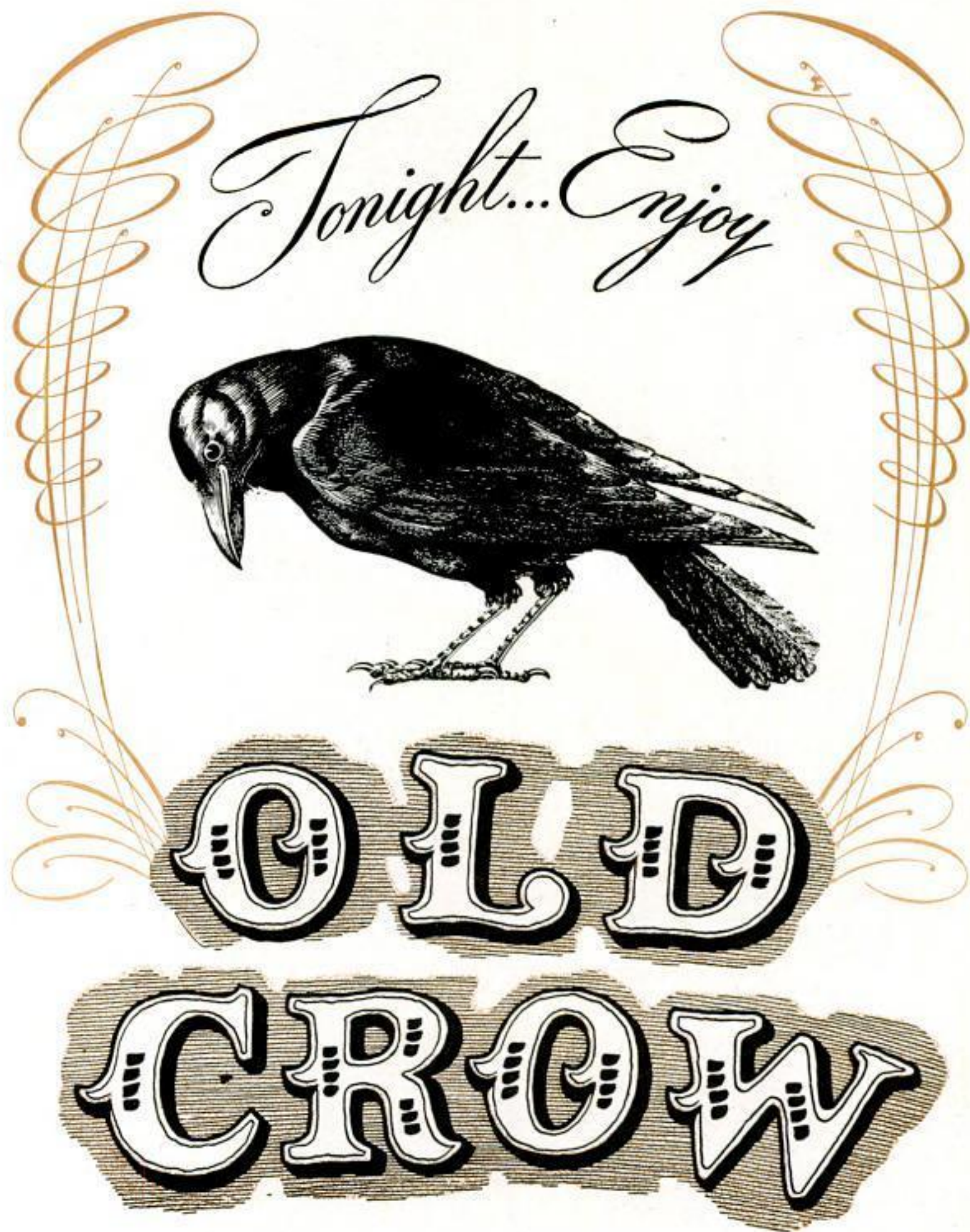


stands his neglected bull fiddle. Koussevitzky sits before a music table studiously going over a score. However familiar he is with the music he is going to play, Koussevitzky always rehearses at home before he goes out to rehearse his orchestra.



Chaliapin, sawing away in a frenzy at Koussevitzky's bull fiddle, was the greatest basso of modern times. Leo Blech was conductor of the Berlin State Opera for 30 years. Leopold Godowsky, posturing like an operatic tenor, was a fine pianist.

CONTINUED ON NEXT PAGE



A Truly Great Name **AMONG AMERICA'S GREAT WHISKIES**



Tonight—whether you're dining out or entertaining at home—enjoy Old Crow—serve it to your guests—watch it win their unanimous approval—as it has won the approval of particular people for generations in the past.

Bottled-in-Bond

Your Guide to  Good Liquors

100 PROOF • COPYRIGHT 1940 • NATIONAL DISTILLERS PRODUCTS CORPORATION • NEW YORK

Put yourself on top of the morning...

You're going to change to
SQUIBB DENTAL CREAM some fine
morning and find yourself
with a "fresh" point of view!



There's something so irresistible in the keen, cool, minty
fragrance of it—something completely exhilarating in the way it
freshens a sleepy mouth.

And there's more to come. For this is a dentifrice that really
cleans and polishes, quickly and safely... a dentifrice that fights
acids when it comes in contact with them... acids that threaten
pretty teeth. Try **Squibb Dental Cream** first thing tomorrow
morning, and let that cool, fresh, clean **top-of-the-morning**
feeling have its own way with your mouth!

SPECIAL...

Ask your druggist for
the new **Economy**
Package containing
two tubes of Squibb
Dental Cream.



*Taste and feel the refreshing difference!

SQUIBB Dental Cream

Koussevitzky (continued)

Виды Волги. Пассажирский пароход О-11 Самолет.



Koussevitzky's Volga boat, which carried orchestra, was immortalized in this postcard. Russian means: "Scenes of the Volga: Passenger Steamer of Samolet Line."

VOLGA BOAT TOUR BROUGHT HIM FAME

Koussevitzky first saw his wife when he was playing a double-bass solo in a concert and she, Natalya Konstantinovna, was in the audience. The young bull fiddler fell in love then and there. But it was two years before he met Natalya and two more years before he married her. She was the daughter of a rich man and wealthy in her own right.

Sergei Koussevitzky's great desire was to give up the double bass and become an orchestra conductor. In 1910, after he had been abroad studying and conducting orchestras, Natalya helped finance a symphony for Sergei. It gave concerts in Moscow and St. Petersburg. Then, in the spring, the Koussevitzkys hired a Volga River sidewheel steamboat. They put the 85-piece orchestra on board and sailed up and down the Volga from Tver to Astrakhan, playing at towns along the way. The concerts, repeated in 1912 and 1914, were a huge success. They brought fine music to Russia's hinterland and greater fame to Koussevitzky.



Aboard the Volga steamboat in cap and Bohemian tie, stands Koussevitzky with Arthur Abell (left) and Edouard Risler, who was the touring orchestra's piano soloist.



The conductor's wife also went along with a party of friends. Here Mrs. Koussevitzky sits on the boat deck at the end of the table, presiding over the samovar.

Wake up – tired colors . . .



PARTY SUITE AT THE CARLYLE, NEW YORK CITY

. . . here comes the Hoover

IT BEATS . AS IT SWEEPS . AS IT CLEANS

Wake up, tired housewives, too. Get rid of those fuzzy colors. Keep that happy spring-house-cleaned look in your home every day of the year—and don't wear yourself out doing it.

Hoover cleans in far less time than required by ordinary cleaners, thus saving your time—and strength:

WHETHER it's washing the children's clothes, baking a chocolate cake or cleaning your rugs and draperies, it is such a satisfaction to know you're doing it as well as it can be done.

'Most everybody admits the Hoover is years ahead in cleaning efficiency and ease.

It not only freshens colors, but actually preserves your rugs, because it shakes out the sharp grit which cuts the nap.

It's a wonder in removing dog hairs and lint. But most important—it is so easy on you. Ask

the Hoover man who calls to show you its time-saving efficiency. Try it yourself, your own way. Then find out how easily you can pay for it out of your regular allowance.

You can buy the Hoover Cleaner with confidence because between five and six million women have already chosen it (ask your neighbor who owns one).

You can buy the Hoover with assurance because it is backed by leading stores all over the country. THE HOOVER COMPANY. Factories: North Canton, Ohio; Hamilton, Ontario.



\$52.50
for new Hoover "305,"
Cleaning tools at
slight extra cost.
Terms \$1 per week,
payable monthly.



They "snap" on—these brushes in the nine-piece Handy Cleaning Kit. They clean everything from lamp shades and bare floors to mattresses. Light weight extensions for "high-low" cleaning.

HOOVER

Years ahead!

CLEANING ENSEMBLE Reg. U. S. Pat. Off.

REAL SILK'S

Spring



STYLE 80
LINK AND LINK



STYLE 57
6 x 5 RIB



STYLE 48
13 x 5 RIB

New Styles for Men—Realsilk's easy-to-look-at, comfortable-to-wear toppers—also full-length regular and full-length garterless socks (with new two-way-stretch top). Realsilk's custom-made shirts and smart quality neckwear.

Style 80—topper socks in a new basket weave. **Shirts for business or sport.** Madras, broad-white, solid colors and stripes.

Style 48—topper socks of pure, fine wool in plain colors and 13 x 5 rib.

Style 57—fancy patterns and a 6 x 5 rib in 4-ply topper socks that stay up—with the new Laxtop top.

Ties—hand-picked collection to give you effective combinations with Realsilk shirts and socks. All pure silk, all pure dyes.



Look for your local Realsilk phone number below. If you don't find it in the list, consult your phone book.

Aberdeen, S.D., 2867—Ablene, Tex., 401 Alexander Bldg.—Akron, Ohio, Franklin 7215—Albany, N. Y., 3-0510—Albuquerque, N. Mex., 4030-J—Allentown, Pa., 2-9132—Altoona, Pa., 2-7960—Amarillo, Tex., 38 Johnson Bldg.—Atlanta, Ga., Walnut 5046—Atlantic City, N. J., 59112—Aurora, Ill., 2-1607—Bakersfield, Calif., 2323—Baltimore, Md., Calvert 5977—Bangor, Me., 4715—Beckley, W. Va., 2528—Billings, Mont., 6507—Binghamton, N. Y., 2-1046—Birmingham, Ala., 3-7582—Bismarck, N. D., 1989—Boise, Idaho, 4922—Boston, Mass.,

Hancock 3165—Bridgeport, Conn., 4-1427—Brooklyn, N. Y., Triangle 5-1026—Buffalo, N. Y., Cleveland 6831—Burlington, Vt., 1097-J—Canton, Ohio, 2-9909—Cedar Rapids, Iowa, 5747—Charleston, W. Va., 28-725—Charlottesville, Va., 727—Cheyenne, Wyo., 3761—Chicago, Ill., Franklin 0797—Cincinnati, Ohio, Main 4967—Cleveland, Ohio, Main 0625—Columbia, S. C., 21741—Columbus, Ohio, Main 3563—Coudersport, Pa., 153-R—Dallas, Tex., 7-5698—Danville, Ill., P. O. Box 514—Davenport, Ia., 3-4843

Dayton, Ohio, FU 2821—Decatur, Ill., 2-4432—Denver, Colo., TA 6926—Detroit, Mich., Cadillac 4264—Duluth, Minn., Melrose 3599—East St. Louis, Ill., East 3281—Elmira, N. Y., 314 Snyder Bldg.—El Paso, Tex., Main 2286—Elyria, Ohio, 2673—Erie, Pa., 45-159—Evansville, Ind., 103 Vendome Hotel—Fargo, N. D., 2-1634—Flint, Mich., 3-4511—Ft. Wayne, Ind., H 1219—Ft. Worth, Tex., 2-3009—Fresno, Calif., 2-7324—Gary, Ind., 5102—Grand Island, Nebr., 1485-M—Grand Rapids, Mich., 8-9679—Great Falls, Mont., 2-1856—Green Bay, Wisc., Adams

237—Greensboro, N. C., 5000—Hagerstown, Md., 2075—Harlingen, Tex., 1172—Harrisburg, Pa., 6713—Hartford, Conn., 6-3830—Honolulu, Hawaii, 302 Bishop Trust Bldg.—Houston, Tex., F-8807—Huntington, W. Va., 21845—Indianapolis, Ind., Ri 9301—Jackson, Mich., 2-6713—Jackson, Miss., 4-4948—Jacksonville, Fla., 5-5551—Jamaica, L.I., N.Y., Jamaica 6-3291—Jamestown, N. Y., 53501—Janesville, Wisc., 3552—Johnstown, Pa., 72-143—Jonesboro, Ark., 8-1511—Kalamazoo, Mich., 7743—Kansas City, Mo., VI 3676—Knoxville, Tenn., 3-4912—Lancaster, Pa., 8331—Lexington, Ky., 5363—Lima, Ohio, High 1329—Little Rock, Ark., 2-4419—Long Beach, Calif., 649-51—Los Angeles, Calif., Trinity 7531—Louisville, Ky., JA 0075—Lubbock, Tex., 1945-J—Lynn, Mass., Lynn 3-9335—Madison, Wisc., Fairchild 9106—Manchester, N. H., 5255—Mankato, Minn., Box 493—Marion, Ill., 417—Mason City, Ia., 3756-W—Medford, Ore., Box 733—Memphis, Tenn., 8-1511—Miami, Fla., 2-4347—Milwaukee, Wisc., MA 0704—Minneapolis, Minn., Geneva 2152—Moberly, Mo., 1847—Morgantown, W. Va., 7140—Nashville, Tenn., 6-8634—Newark,

Copyrighted material

Spring Style Parade

Everything that's smart and new . . .
for spring and summer . . . for men and
women—brought right to your home

Realsilk Representatives, 10,000 of them, are starting on their spring calls . . . on homes and offices where quality-minded women and men are waiting to see and buy the fine merchandise Realsilk has to offer.

So watch for the Realsilk Representative. He'll show you smart new things for spring and summer—good-looking, long-wearing hosiery and socks, shirts and ties, women's lingerie and housecoats, slack suits and sweaters.

Get set for Easter and the whole season. (Special discounts on quantity purchases.) For immediate service, phone for an appointment—(phone numbers below). REAL SILK HOSIERY MILLS, Inc., Indianapolis, Ind. Branch Sales Offices in 200 cities.



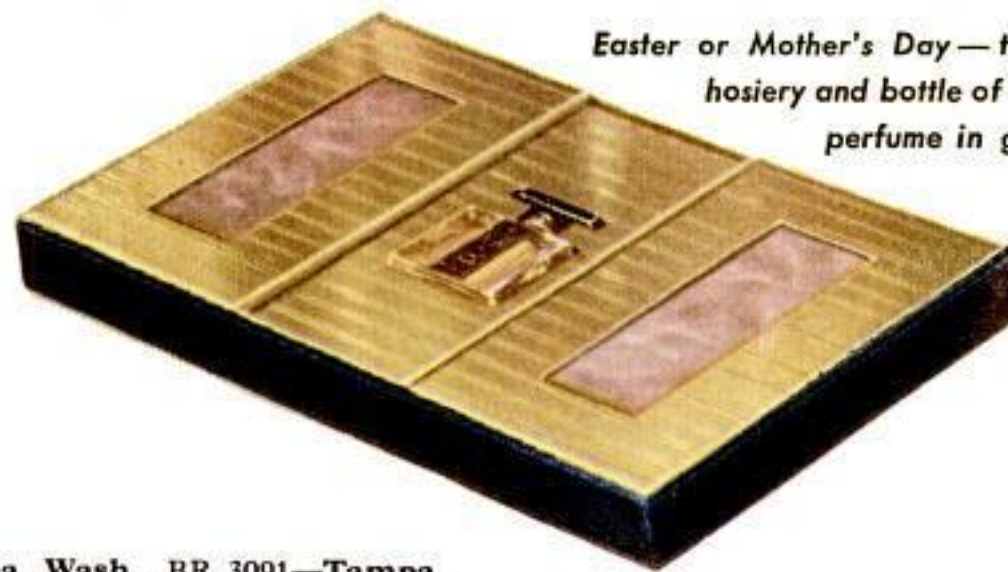
NEW 2-WAY STRETCH

Realsilk's latest . . . silk-covered Lastex hems with sideways and up-and-down stretch. (Style 109 only.) More "give"—less strain.

Seen on Figures at Left. 1. Moulded-to-the-figure slip, all-silk in tea rose or opal with hand-drawn, imported Alencon lace. 2. Good lines and plenty of freedom in these candy stripe pajamas, on white, dusty rose or Dutch blue grounds. 3. Pretty new housecoat that zips on and gives you long, slender lines. 4. Casual tailoring on mannish lines in this slack suit with belted, pleated trousers. The sweater in jewel, French blue and rose, with easy-over-the-head neckline. 5. Shortie Housecoat, for "day-in, day-out" wear, of sunbonnet blue rayon in sophisticated gingham pattern.

Choose the right hosiery colors for your costumes with Realsilk's Color Harmony Book. It coordinates hosiery tones with costume colors. Ask to see it.

Easter or Mother's Day—two pairs of hosiery and bottle of Cent Quatre perfume in gift package.



N. J., MI 2-0488—New Bedford, Mass., 596—Newburgh, N. Y., 77 Broadway—New Haven, Conn., 5-9902—New Orleans, La., Raymond 2401—New Rochelle, N. Y., NR 4016—New York, N. Y., PE 6-3780, 6-3781—Norfolk, Va., 22412

Oakland, Calif., Glencourt 9222—Oklahoma City, Okla., 3-5612—Omaha, Nebr., Atlantic 8266—Oneonta, N. Y., 680—Orlando, Fla., 16 Dolive Bldg.—Oshkosh, Wisc., 1935

Parkersburg, W. Va., P. O. Box 917—Paterson, N. J., Sherwood 2-3791—Peoria, Ill., 9019—Philadelphia, Pa., Rittenhouse 6033—Phoenix, Ariz., 3-5707—Pittsburgh, Pa., Grant 1636.

1637—Pittsfield, Mass., 2-2719—Pocatello, Idaho, 1098-W—Portland, Maine, 2-1867—Portland, Ore., Atwater 1800—Pottsville, Pa., 2350—Providence, R. I., Gaspee 0178

Quincy, Ill., 2884-J

Raleigh, N. C., 21537—Rapid City, S. D., Box 1329—Reno, Nev., 7772—Richmond, Va., 3-3038—Roanoke, Va., 24976—Rochester, N. Y., Stone 4412—Rockford, Ill., Main 3031—Rocky Mount, N. C., 314—Rutland, Vt., 2131W

Sacramento, Calif., Capital 1954—St. Joseph, Mo., 2-3275—St. Louis, Mo., Chestnut 8393—Salt Lake City, Utah, Was 6073—San Antonio, Tex.,

Fannin 2162—San Bernardino, Calif., 452-69—San Diego, Calif., Main 9739—San Francisco, Calif., Ordway 1441—San Jose, Calif., Ballard 4661—Santa Barbara, Calif., 21766—Schenectady, N. Y., Schen 6-2131—Scranton, Pa., 3-6448—Seattle, Wash., Elliott 7768—Shreveport, La., 2-1435—Sioux City, Ia., 5-7415—Sioux Falls, S. D., 4597-W—Spokane, Wash., Main 1804—Springfield, Ill., 3-2613—Springfield, Mass., 2-1561—Springfield, Mo., 2598—Stockton, Calif., 3-2423—Syracuse, N. Y., 2-2869—St. Paul, Minn., Garfield 6586

Tacoma, Wash., BR 3091—Tampa, Fla. M 50-161—Toledo, Ohio, Adams 1013—Trenton, N. J., 8971—Tulsa, Okla., 2-7867—Tyler, Tex., 1722

Washington, D. C., National 7356—Watertown, N. Y., 508 Jefferson, County Nat'l Bank Bldg.—Wheeling, W. Va., Wheeling 2818—Wichita,

Kans., 3-5825—Wilkes-Barre, Pa., 3-6219—Williamsport, Pa., 5301—Wilmington, Del., Wil 3-3311—Worcester, Mass., 5-4221

Yakima, Wash., Box 815—Youngstown, Ohio—3-4860



FROM MILL TO MILLIONS

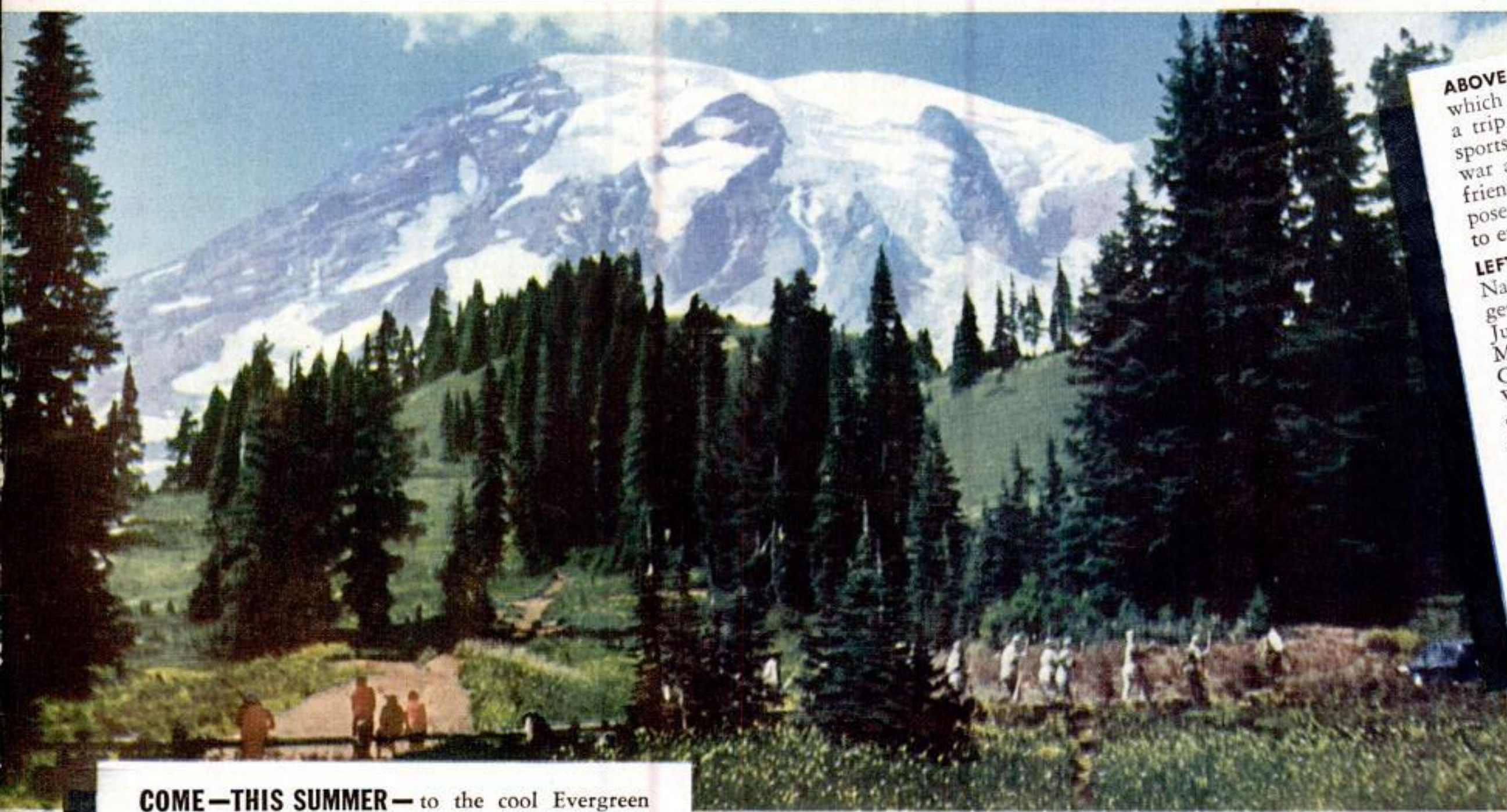
Copyright 1940, Real Silk Hosiery Mills, Inc.

**NORTH
SOUTH
EAST
WEST**

*- in all the
world - no trip
like this!*



OREGON-WASHINGTON-BRITISH COLUMBIA



ABOVE—A SCENE IN BRITISH COLUMBIA, which Province offers all of the novelty of a trip abroad . . . a scenic wonderland . . . sportsman's paradise . . . although brisk with war activities, has its borders open to its friends. Positively no restrictions are imposed upon visitors. Vacation dollars, due to exchange, buy a tenth more.

LEFT—IN WASHINGTON STATE, Mt. Rainier National Park, year-round playground together with Grand Coulee Dam, the San Juan Islands of Puget Sound, Mt. Baker, Mt. St. Helens, Olympic National Park, Columbia River, Lake Chelan, are among Washington scenic highlights, all easily accessible on some of the finest highways in the world.

BELOW—CANNON BEACH on the Oregon Coast. Air-conditioned Oregon is the Southern gateway of the Evergreen Playground. Visit Crater Lake, Oregon Caves, the Cascade Range lake region, Wallowa Mountains, Multnomah Falls, Bonneville Dam. A superb network of highways connects all famed scenic attractions.

COME—THIS SUMMER—to the cool Evergreen Playground of Oregon, Washington, and British Columbia, Canada. Here Nature has lavished beauty, grandeur, loveliness, in majestic mountains, blue inland seas, lush green valleys, cathedral forests, white ocean beaches, cascades and waterfalls.

This great new vacation empire is near your home by fast luxurious trains and planes, or splendid paved highways. Both transportation and vacation costs are low. Resorts, hotels, camps are excellent and moderate in price, convenient to points of interest.

You will find friendliness and hospitality everywhere in this vacation land under two flags. There are no restrictions at the border. The ease of travel, the easy accessibility of our famed scenic attractions will delight you. Delightful, too, are our cool summer days. Ocean breezes sweeping inland, mountain air surging downward, make sultry heat unknown.

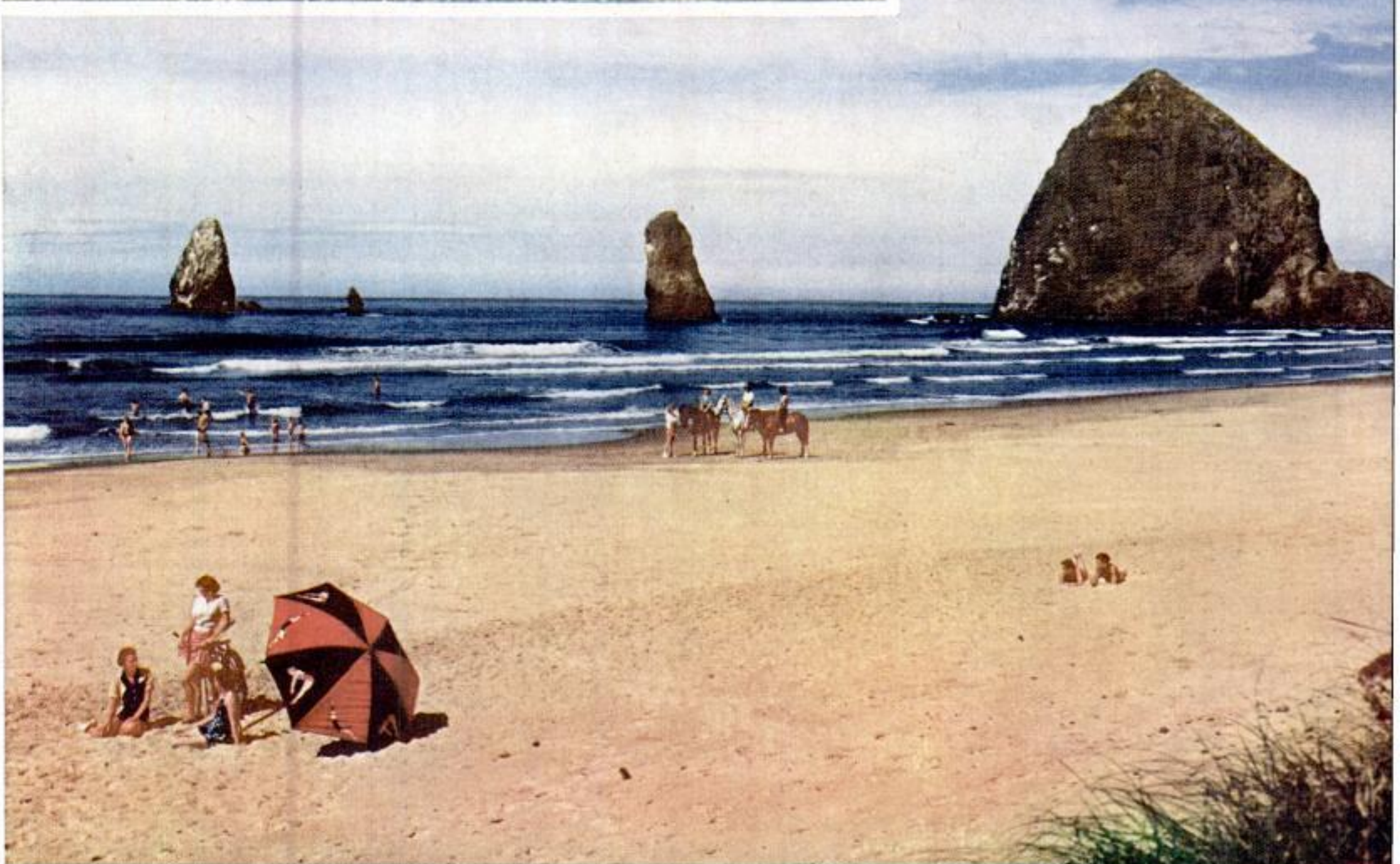
In this exhilarating summerland all out-doors is your playground. Here is the finest fishing on the continent, golf on evergreen fairways, mountain climbing, summer skiing, sailing, swimming, hiking and horseback riding on skyline trails, picnicking in alpine meadows, and a hundred other recreations.

Mail coupon today for illustrated booklets that will help you plan the trip of a lifetime!

Pacific Northwest, Associated, Room 10, State Capitol, Olympia, Washington
Please send me FREE illustrated literature about the Evergreen Playground of Oregon, Washington and British Columbia, Canada.

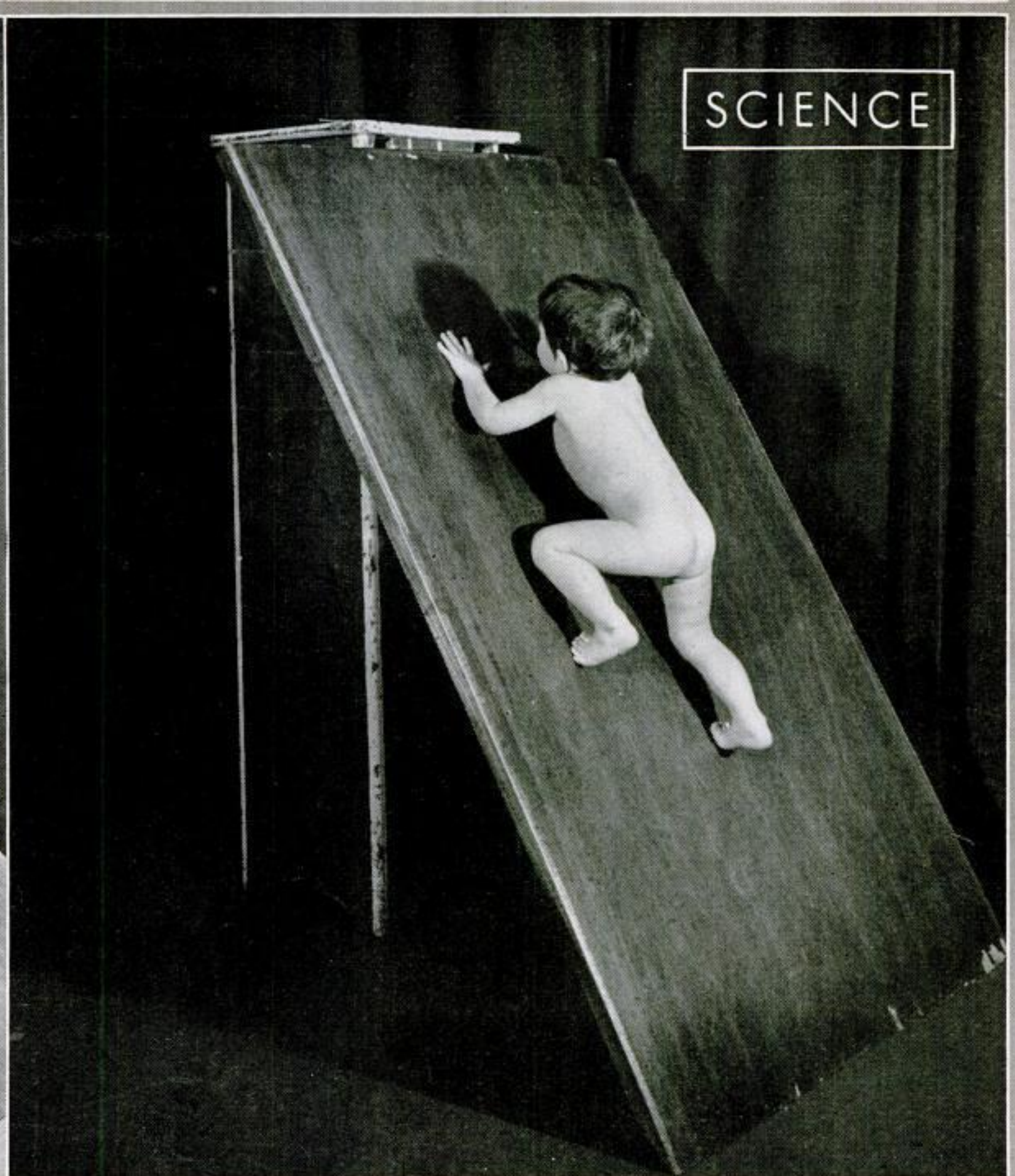
NAME _____

ADDRESS _____





TEN-MONTHS-OLD BABY, NOT YET WALKING, CLIMBS SKILLFULLY, UNASSISTED



TWO-YEAR-OLD NEEDS CONSTANT SUPERVISED PRACTICE TO KEEP CLIMBING SKILL

HUMAN INFANTS MAKE GOOD LABORATORY SUBJECTS IN CHILD-DEVELOPMENT STUDY

To learn about human behavior, scientists have employed exacting laboratory techniques for observing the behavior of rats, apes, ants, other lower animals. Direct study of human behavior, however, is a recent development of research in the field of child study. A leading project in the field is the five-

year Normal Child Development Study, at Columbia University College of Physicians and Surgeons. The wealth of data gathered by this study in the last four years has demonstrated the effectiveness of direct laboratory study of human-infant behavior.

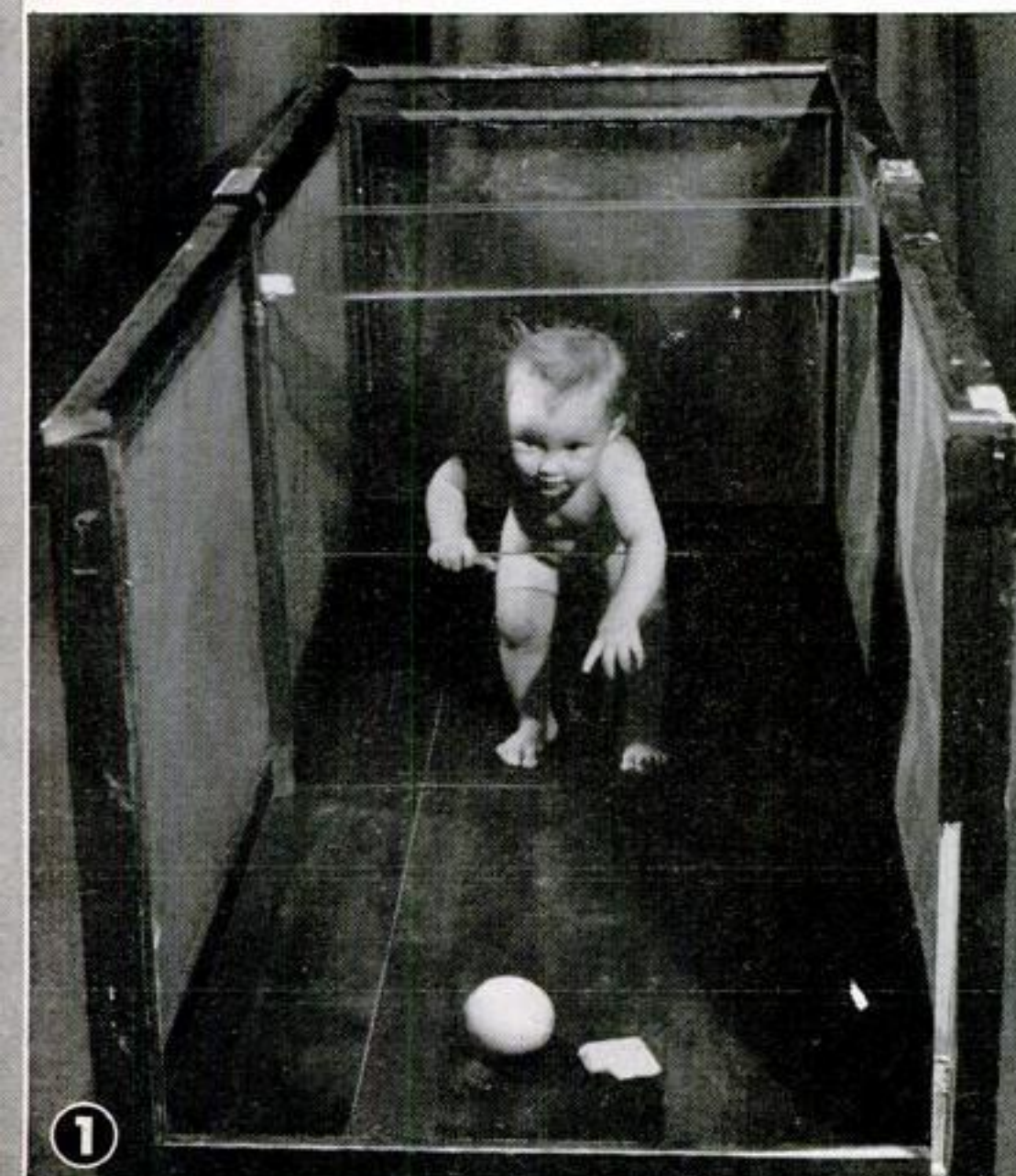
The study was inspired by Columbia's late Dr. Frederick Tilney, whose brilliant investigation of the infant brain helped reveal the sequence in which its various divisions attain maturity. Chief aim of the study is to establish the corresponding pattern of infant-behavior development.

More than 100 infants, from newborn to 7 years, their health carefully supervised by Columbia University's pediatricians, were subjects of the study. For motion-picture cameras, the babies demonstrated the intricacies of creeping, crawling, sitting,

standing and finally learning to walk. Under the stop watches of psychologists, they crawled up inclined planes, squirmed through mazes, untangled mental problems. While they slept, physiologists measured their metabolism, charted their brain waves. Changes of the proportions of their growing bodies were translated into mathematical formula.

Product of the joint efforts of the infants and scientists is a collection of material as precise as that assembled in any other laboratory. Its digestion and correlation are now under way. But already the study has sketched the broad outlines of a fixed pattern of behavior development that governs the infant's progress from the newborn's system of reflex actions to the older infant's co-ordinated activity under direction of maturing higher brain centers.

BABY STARTS TO GET ORANGE, FINDS GLASS IN WAY



PERCEIVES OPENING BETWEEN BARRIERS, STARTS THROUGH



SQUIRMS THROUGH SUCCESSFULLY AND GETS ORANGE



CONTINUED ON NEXT PAGE

51

infants (continued)
CREEPING

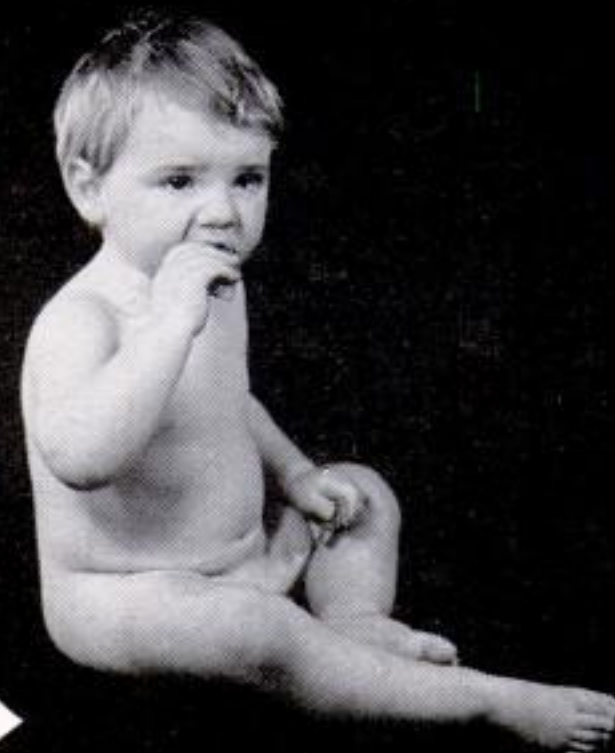
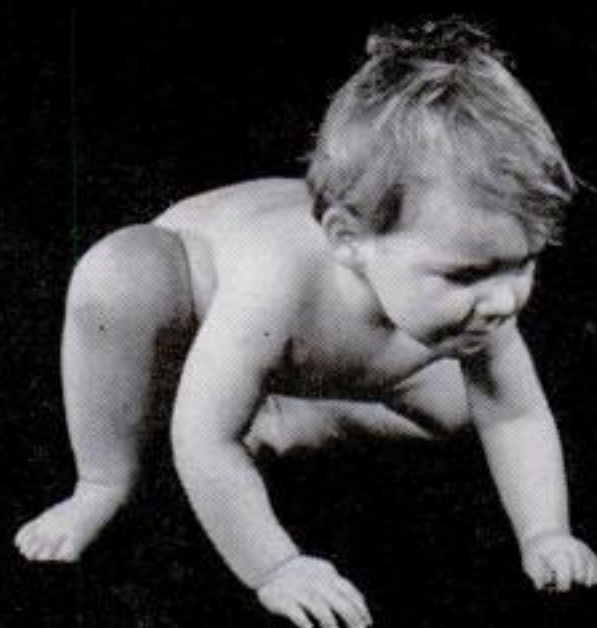


First attempt at locomotion appears in the newborn's reflex crawling motions. At about four months, as higher brain cen-

ters begin to mature, the baby gains command of muscles of upper body, can raise head (*left*). With later command of leg

and pelvic muscles, baby can rear buttocks (*center*). When these two actions become co-ordinated, baby begins to creep.

SITTING



First victory over gravity is accomplished when the infant learns to sit up. Baby first rolls over on stomach, rears but-

tocks. Pushing against floor with stronger muscles of upper body, baby draws up leg and rocks back into sitting po-

sition. As neuromuscular system develops, baby learns to eliminate waste motion, use less effort in this simple operation.

LEARNING TO WALK



①

Newborn baby has no sense of balance, can carry no weight on legs but displays reflex stepping motions. Mirror reflects footprints, impressed through rubber mat on glass-topped table.

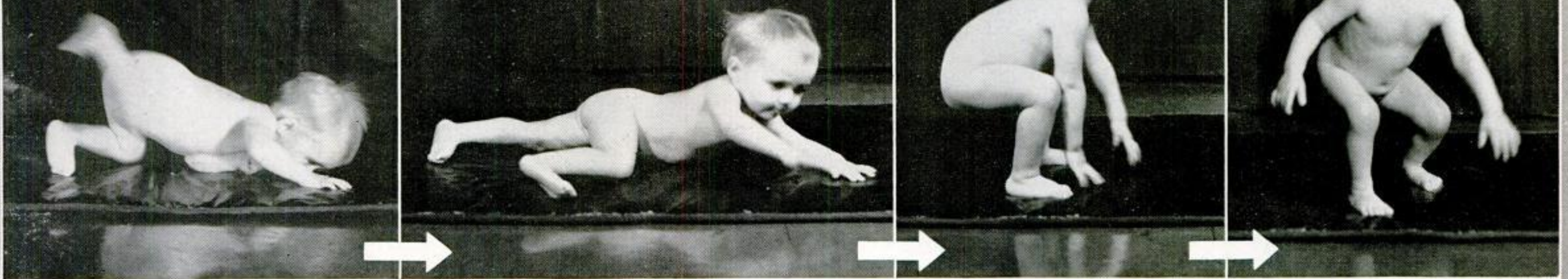
②

Six-months-old baby cannot balance but can feel with toes and bear weight on legs. Reflex stepping is inhibited by development of cortex, outer brain layers governing directed action.

③

Ten-months-old baby, with increased development of cortex, makes directed effort to walk. Marks on body trace co-ordination graph in method devised for study by Dr. Ansel Weinbach.

STANDING: ONE YEAR

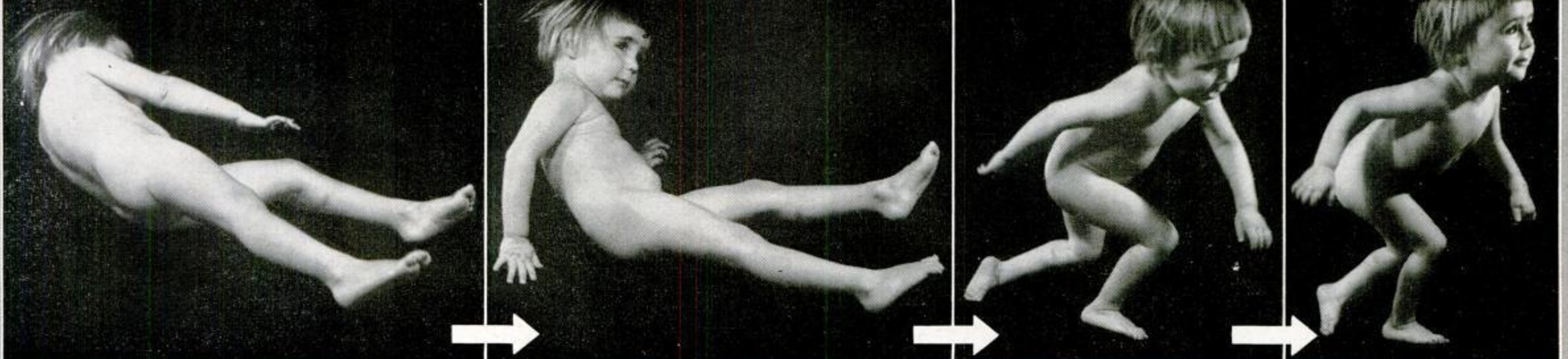


Baby becomes biped when it learns, at about 14 months, to get into standing position unassisted. As in learning to

sit, baby first rolls on stomach (*left*), gets on all fours. Then, pushing with hands, baby straightens back and piv-

ots upright (*right*). Continued predominance of muscles of upper body is indicated in part played by hands and arms.

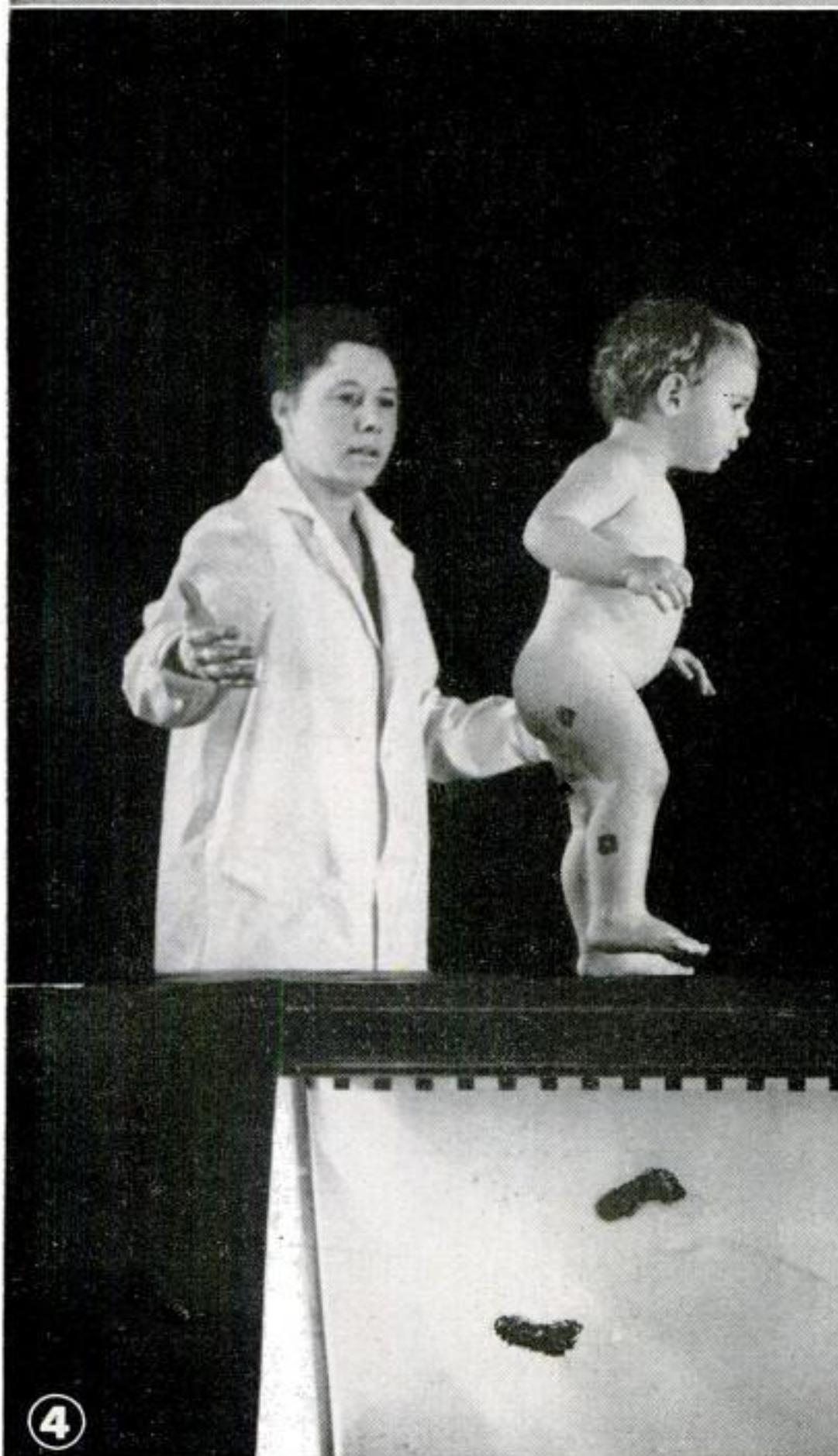
STANDING: TWO YEARS



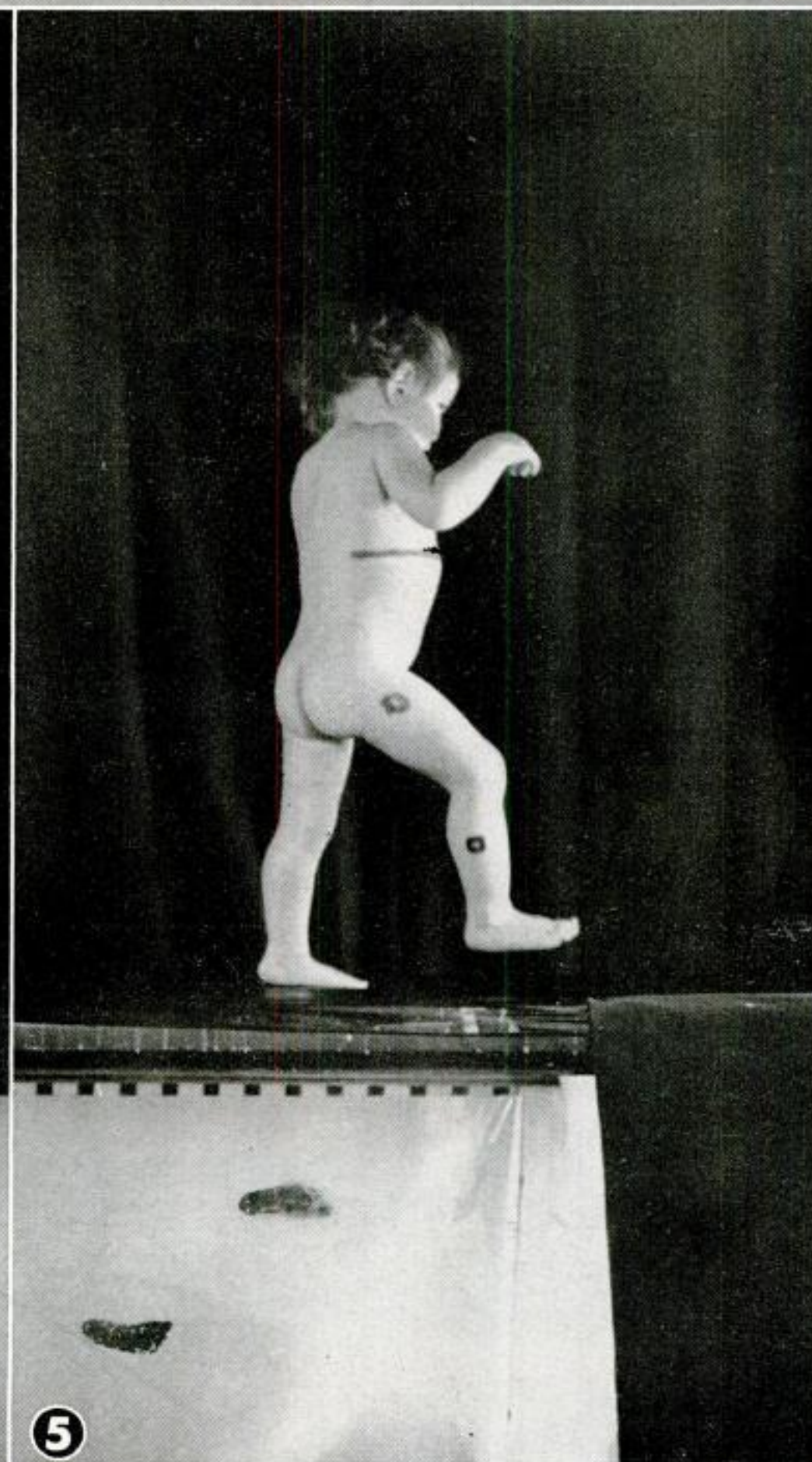
Improved co-ordination, after a year of development, begins to show in the process of standing up. Baby no longer rolls

completely over but only to one side. A vigorous push with hands and arms establishes momentum and the legs and

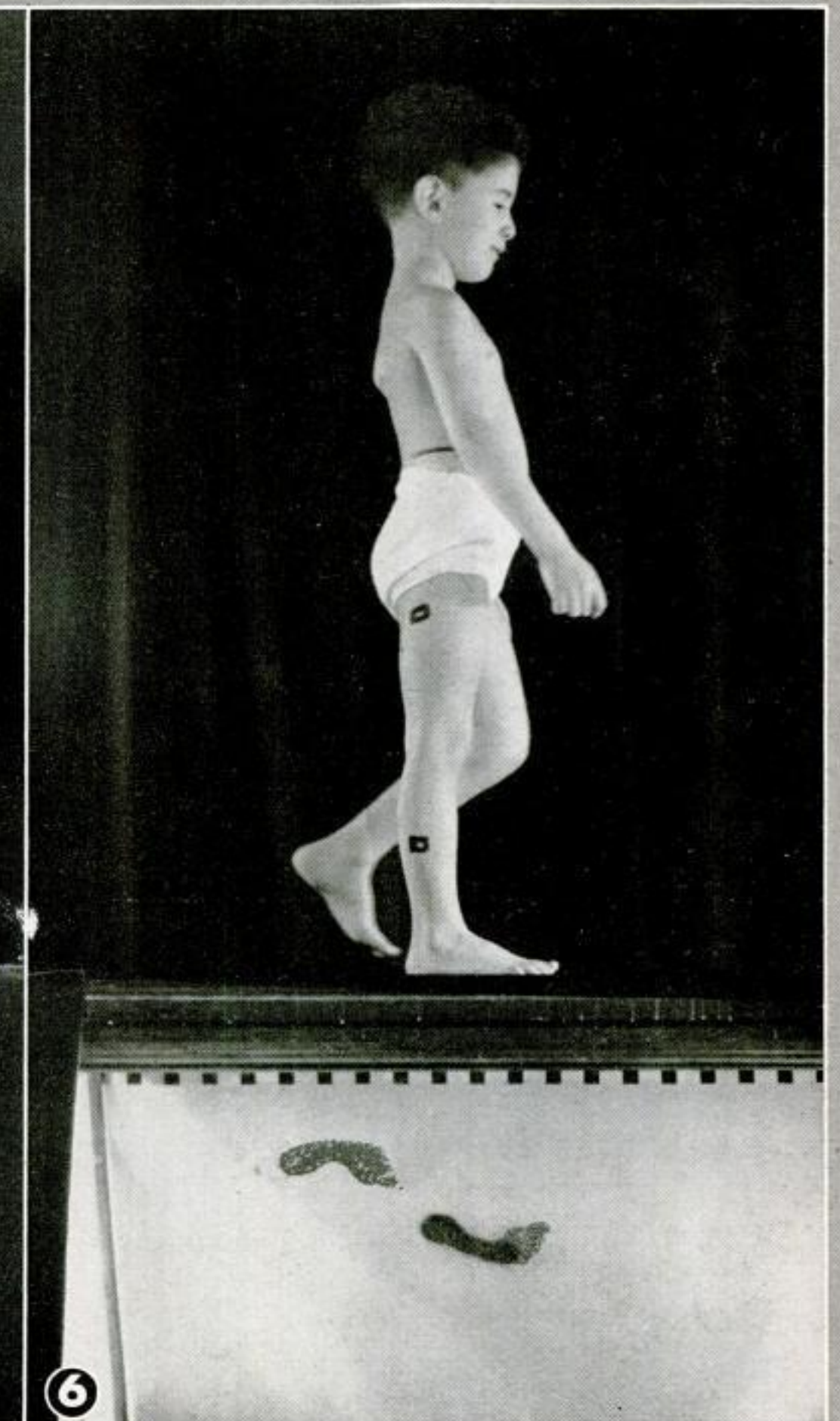
pelvic muscles complete the process. At 3 years, with further neuromuscular development, baby shows mature grace.



First steps alone are attempted by one-year-old. Baby can totter short distance, footprints wide apart. Assisting baby is Dr. Myrtle McGraw, director of project's behavior study.



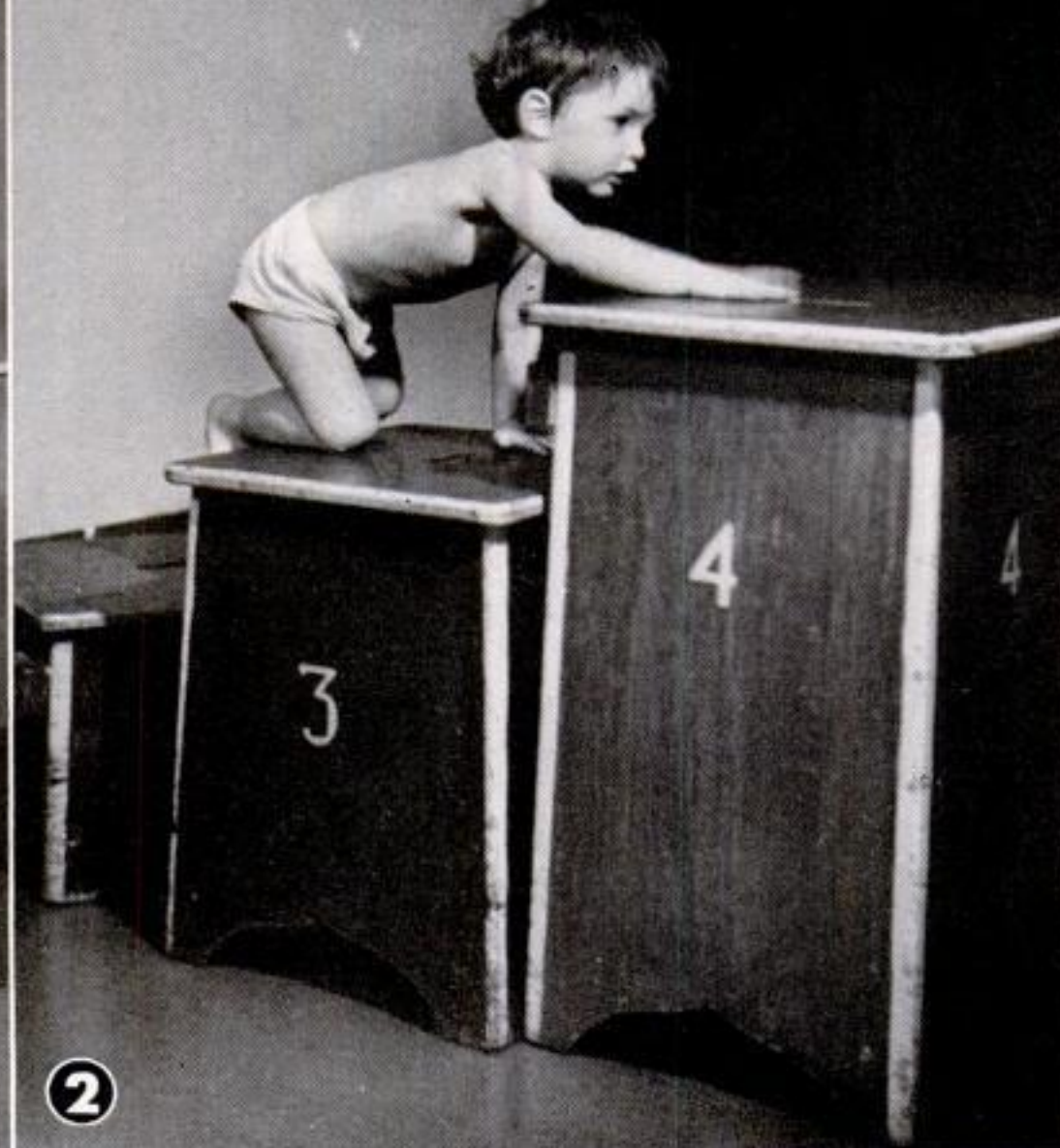
Toddler learns to walk in a critical period of development, one or two weeks after the first steps are taken. The step is flatfooted, feet are far apart. Study set no age for this critical period.



Mature walk, with full heel-toe strides and co-ordinated rhythmic swinging of arms, develops in second or third year. Well-arched footprints, close together, indicate balance.

CONTINUED ON NEXT PAGE

PEDESTAL PROBLEM MEASURES PROGRESS OF MIND AND BODY



Child's first attempt fails to solve the pedestal problem, one of the tests for co-ordination and perception in older children conducted by Normal Child Development Study. From ceiling a lollipop dangles as lure. Haphazardly arranged around the room is a series of pedestals graded in height. With previous practice in less complex pedestal problems, child

establishes connection between pedestals and lollipop. He pushes the pedestals next to each other in correct order, climbs up but finds high pedestal too far from the lollipop.

Child solves the problem by rearranging pedestals, climbs up, gets lollipop. Comparative tests with twins and children of different ages indicate there is a critical stage in brain

development at which child becomes naturally capable of solving such problems, just as there is a natural level at which child learns to sit, stand and walk. It is at these critical

periods that the child can be most efficiently trained in the particular activity. These periods must be determined not by the age but by observation of behavior development.



TO THE 8 MILLION PEOPLE WHO OWN 1936-'37-'38 CARS!



REMEMBER the first day you drove your present car? You were proud of it then—you may *still* think it's a good car.

However, many vitally important changes have taken place in the design and engineering of cars since you bought yours.

The 1940 De Soto offers features you could

not get 2 or 3 years ago: seats as much as 8" wider; an engine that, in most cases, develops 5 to 15 more horsepower; better road light; and a host of other advantages you don't have now.

This year, it will pay you to shop with an inquiring mind... see and drive the new lower-priced De Soto before you buy any other car.



De Soto Offers *All* Your Car Has... *Plus* 39 Major New Improvements

HERE'S A partial list of 39 features you get in this *Big, Low-Priced Family Car*:

- NEW FLOATING RIDE! Wheelbase lengthened to 122½". Passengers ride "cradled" between the axles—all get a *Floating Ride*.
- SEATS FULL 51 INCHES WIDE—front and back. Unheard of *room* for this price car.
- FULL 100-HORSEPOWER L-head engine. Smoother, quieter power. Vital engine parts

"Superfinished" for economy and long life!

- PERFECTED "HANDY-SHIFT" on the steering post. It's off the floor, out of the way! You shift with a flick of the wrist!

See your De Soto Dealer for a good deal on the *one* car in 1940 that offers you all 39 features you don't have now! De Soto Division of Chrysler Corporation, Detroit, Michigan.

MAJOR BOWES' HOUR, C.B.S., THURSDAYS, 9-10 P. M., E. S. T.

DE SOTO

AMERICA'S FAMILY CAR

De Luxe Coupe	De Luxe Sedan
\$845	\$905

Delivered at Detroit, Mich. Federal taxes included. Transportation, state and local taxes, if any, extra.



April Showers

Want to be showered with eager little attentions? Just give yourself the benefit of April Showers Talc, Perfume, Cologne or Dusting Powder. They're as refreshing as flowers in the rain. You'll captivate with the easy assurance of youth. Your friends will enjoy them as gifts—at Easter!



Infants (continued)



Brain-wave study, conducted by Dr. J. Roy Smith, recorded the characteristic pattern sequences of waking and sleeping and the rhythm changes that parallel the



Mental-discrimination test measures ability to distinguish shape or color. Pressing window in front of correct object is rewarded by candy, which rolls out of hole.



child's increase in age. Similar studies of metabolism changes, induced by sleep and physical development, were conducted by Drs. Richard Day and Helen Benjamin.



Battery test, conducted by Drs. Louis Long and Livingston Welch, measures inductive reasoning power. As the subject faces soldiers in right direction, bulbs light.

CONTINUED ON NEXT PAGE



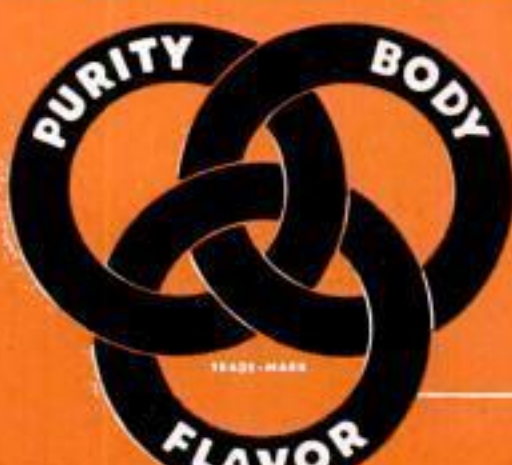
TENS OF THOUSANDS who thought they "knew all about ale"—considered it a heavy, filling drink—have found a new kind of pleasure in Ballantine's Ale!

It's ale brewed to America's taste. Light. Lively. Tasty. Test it as Peter Ballantine did in 1840—one drink to judge PURITY, a second for BODY, a third for FLAVOR. The 3 moisture rings left by his glass on the table became his famous trademark.

Try it! Your first glass will tell you why *millions of Americans* get more enjoyment from Ballantine's Ale than from any other brew!

AMERICA'S LARGEST SELLING ALE

BALLANTINE'S ALE



Order the
"Handy" way

**3 RINGS.
GET IT?**



Copr., 1940, P. Ballantine & Sons, Newark, N. J.

MY MAN FRIDAY COMES ON TUESDAY, TOO



ONCE a week is not enough for *this* kind of fish! Just let your family discover what a difference fresh-caught flavor makes . . . and you'll be serving seafoods *twice* as often as ever before.

40-Fathom and quick-freezing, which seals in freshness, bring the ocean to your doorstep. Deep-sea delicacies, as fine and tasty as the day landed can now be supplied by your own market.* Fillets of haddock, sole, ocean perch, cod. . . Tempting steaks cut from halibut, salmon, swordfish. Savory shellfish . . .

A new taste-thrill to add zest to menus. Yours wherever you see the 40-Fathom trade-mark.



40-Fathom Fillets are clear cuts of solid meat . . . wrapped in cellophane, ready to cook.

DO YOU KNOW



The creamy white muscle meat of the scallop is one of the finest treats that come from the ocean. 40-Fathom scallops are sweet and delicious: fried, creamed, baked.



Far out at sea . . . 40-Fathom trawlers are kept in continuous touch with Boston through the radio telephone — one of the steps taken to insure a steady flow of fresh fish into 40-Fathom plants.



EASY FISH SOUFFLÉ —
To 1½ cups of white sauce add 2 cups cooked, seasoned 40-Fathom Fish, yolks of 3 eggs beaten. Fold in beaten whites and bake until firm in center (20 to 30 minutes). Serve at once.

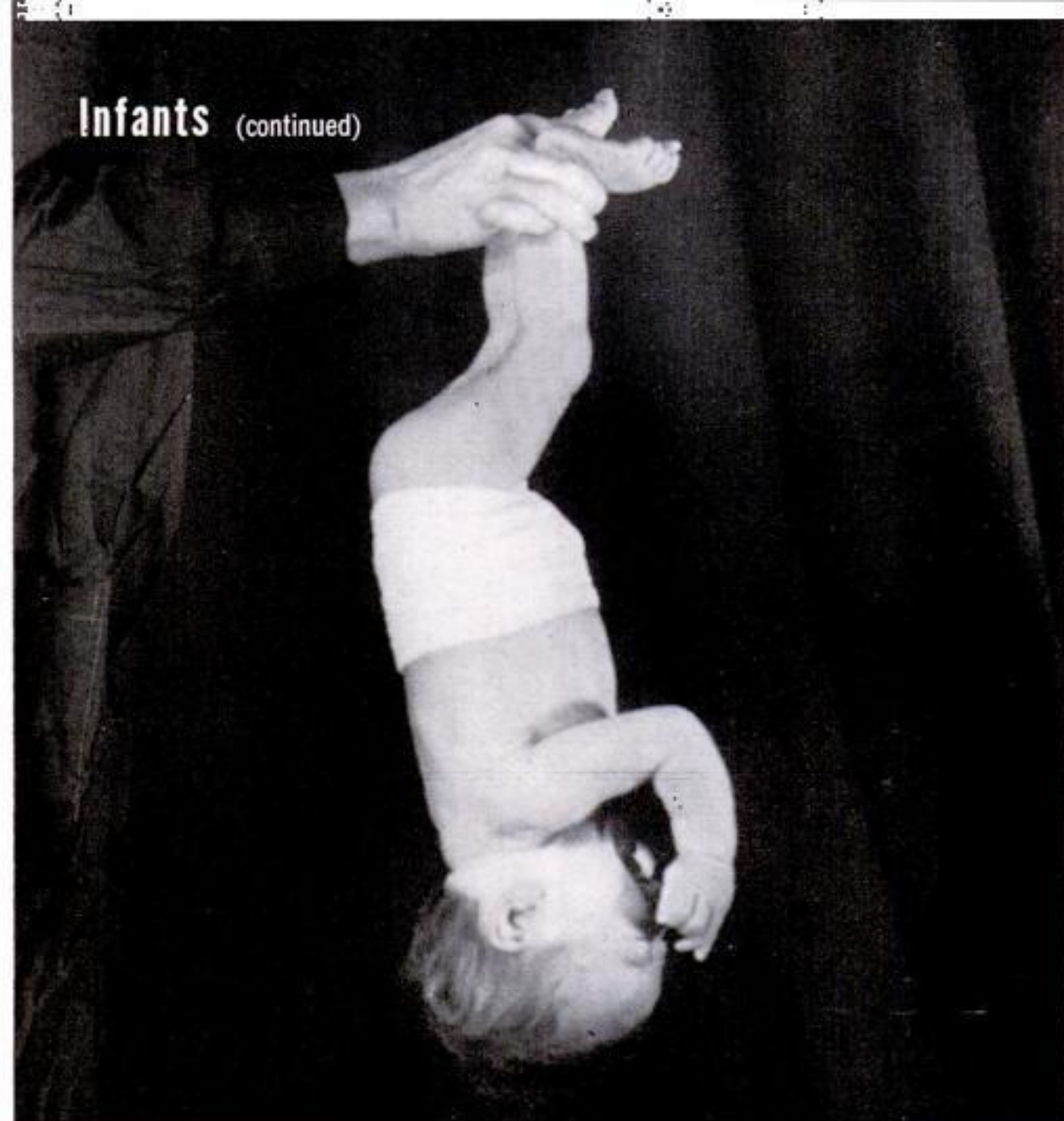
*If your own market does not have the 40-Fathom variety you'd like to try, ask them to get it for you. 40-Fathom packs more than a score of delicious seafoods all identified by the big "40" on wrapper.

40-FATHOM FISH, INC., BOSTON

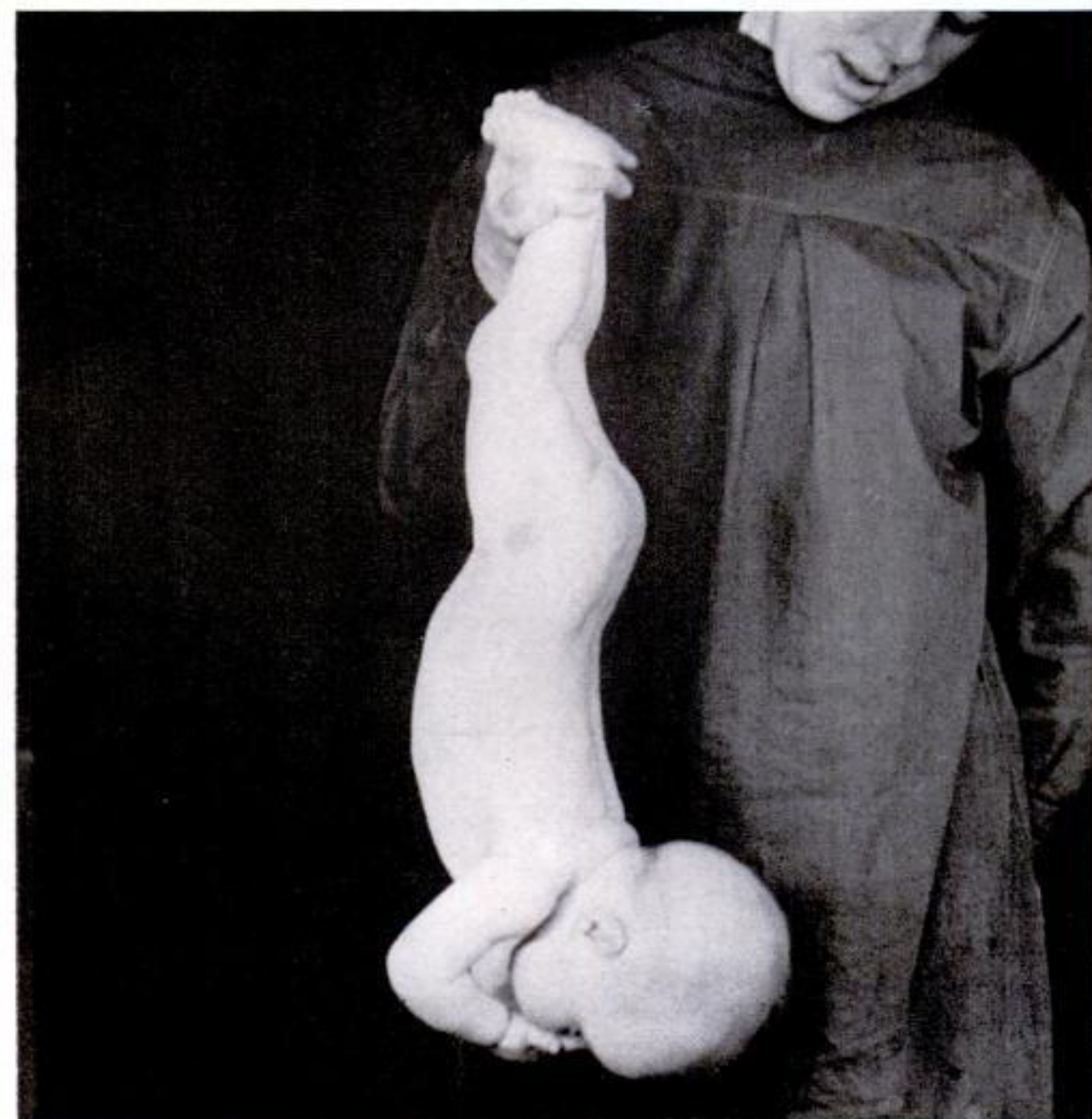


FRESH-CAUGHT FLAVOR

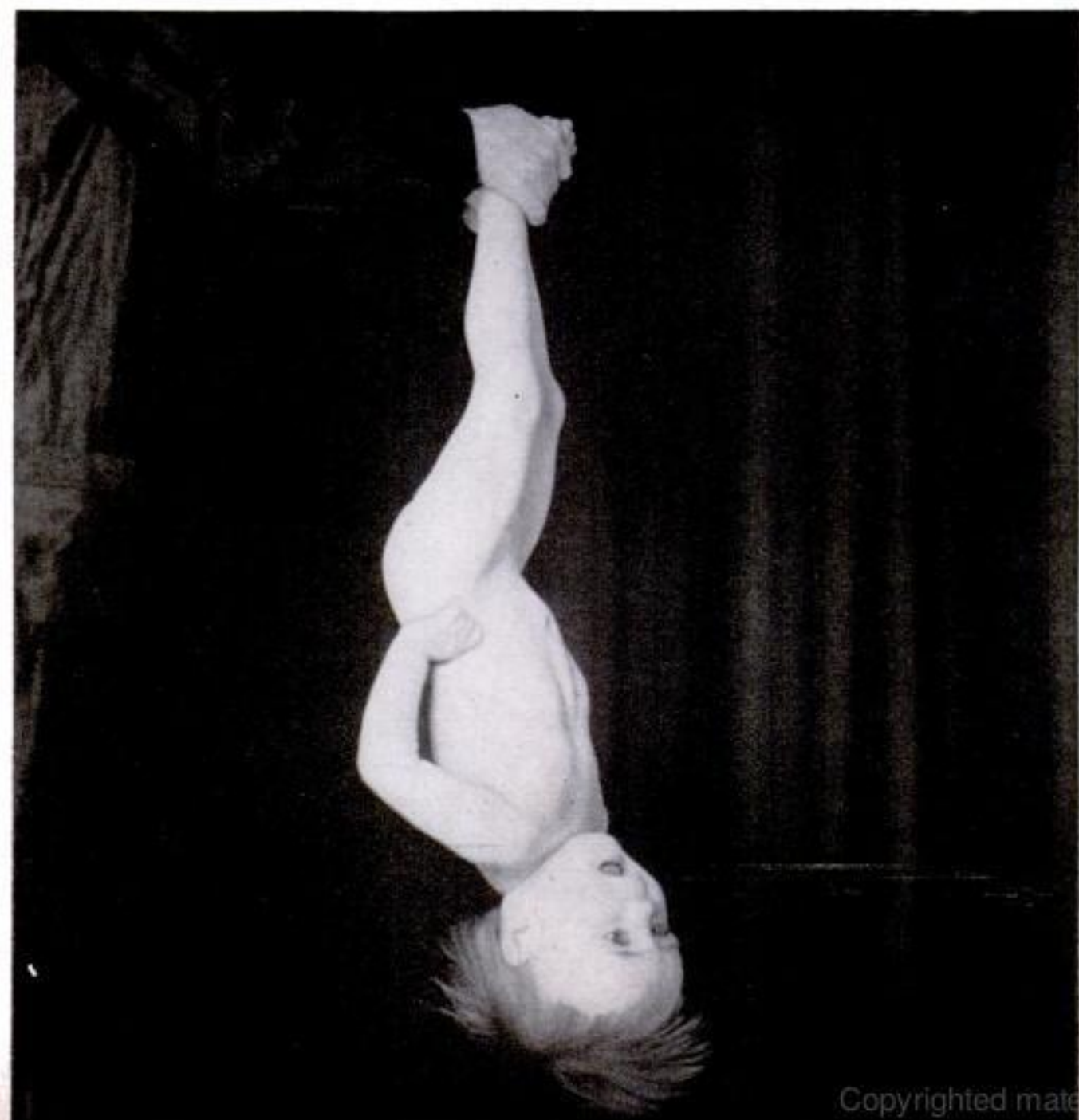
Infants (continued)



Hanging by feet, infant gives good demonstration of its progressive neuromuscular development. Newborn baby (*above*) displays predominant development of flexor muscles in reflex tautening of those muscles and an effort to resume fetal posture.



Six-months infant shows development of extensor muscles by arching its back. One-year-old (*below*), with muscular system under control of higher brain centers, makes active attempt to right itself. At 2 years, the baby is acquiescent, hangs relaxed.



HOW TO

See Twice as Much of the West

ON YOUR TRIP TO CALIFORNIA AND THE

San Francisco World's Fair



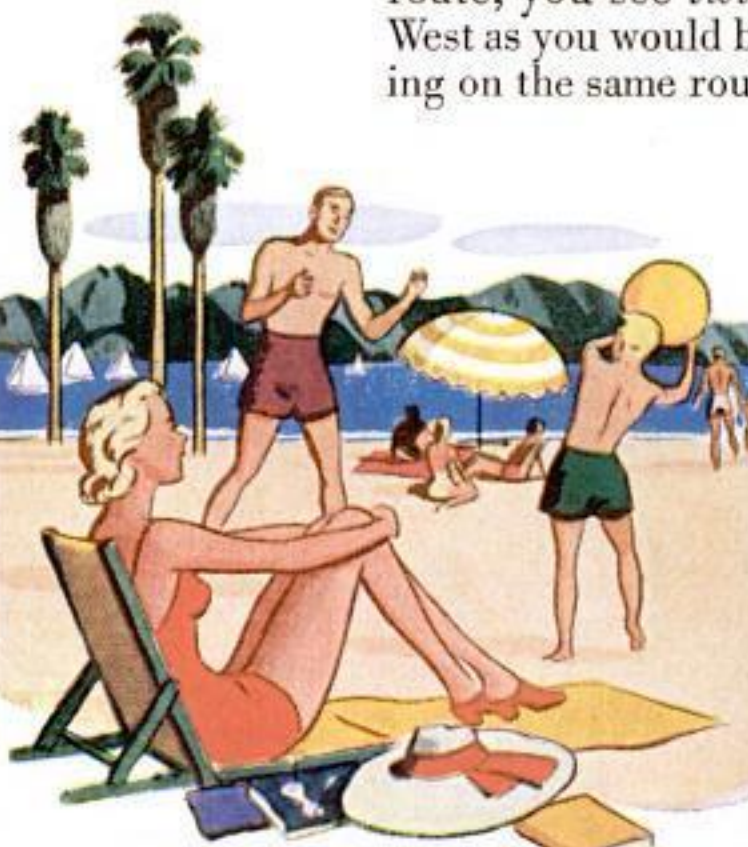
1 "AS YOU can see from this map, Southern Pacific has *Four* scenic Routes to California instead of one. By going to San Francisco on *one* of these routes and returning on *another* S. P. route, you see *twice* as much of the West as you would by going and returning on the same route. For example...



NEW ORLEANS



TEXAS - ARIZONA



SOUTHERN CALIFORNIA



MONTEREY BAY

2 "GO on Southern Pacific's famous *Sunset Limited* or *Argonaut*, tracing the romantic Sunset Route through New Orleans, city of fine restaurants and old-world hospitality; Texas, with its magic cities rising from the plains; El Paso, gateway to Carlsbad Caverns National Park; the Mexican border country along the Rio Grande; Southern Arizona's mesas and cactus forests; Southern California.

3 "SEE the gleaming white beaches and trim orange groves of Southern California, and Hollywood, where the movie stars live. Then board Southern Pacific's streamlined *Daylight*, the most beautiful train in the world, for the daylight trip up California's coast past Santa Barbara and the lovely Monterey Bay country to San Francisco. In San Francisco, you'll thrill to the world's largest bridges. You'll explore the Golden Gate International Exposition, most beautiful world's fair in history, re-opening May 25 for four exciting months—bigger and better in every way.



San Francisco World's Fair re-opens May 25-Sept. 29, 1940. Above: Court of Pacifica at night.

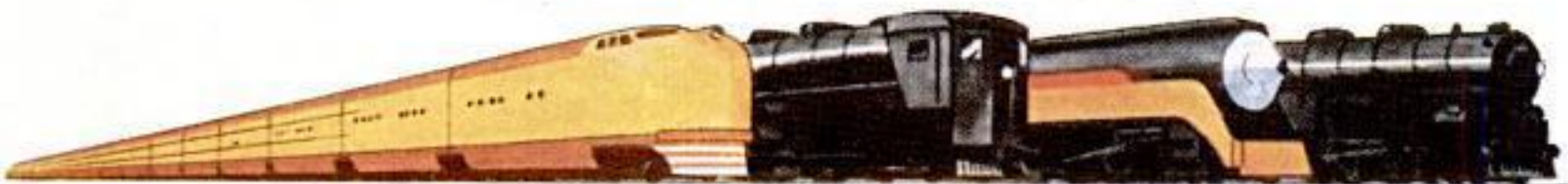


RENO
THE BIGGEST LITTLE CITY IN THE WORLD



GREAT SALT LAKE

4 "RETURN from San Francisco on our historic Overland Route, through the high Sierra and Reno, across Great Salt Lake on the spectacular Lucin Causeway. You'll ride the swift Streamliner *City of San Francisco*, the royal *Forty-Niner*, the *Overland Limited*, *Pacific Limited* or the friendly *San Francisco Challenger* (good meals for 90¢ a day). "From most eastern places, such a 'go one way, return another' Southern Pacific ticket costs you not 1¢ more rail fare than a trip straight to California and back on the same route."



SEE TWICE AS MUCH ON

Southern Pacific

THE ROAD OF WESTERN HOSPITALITY

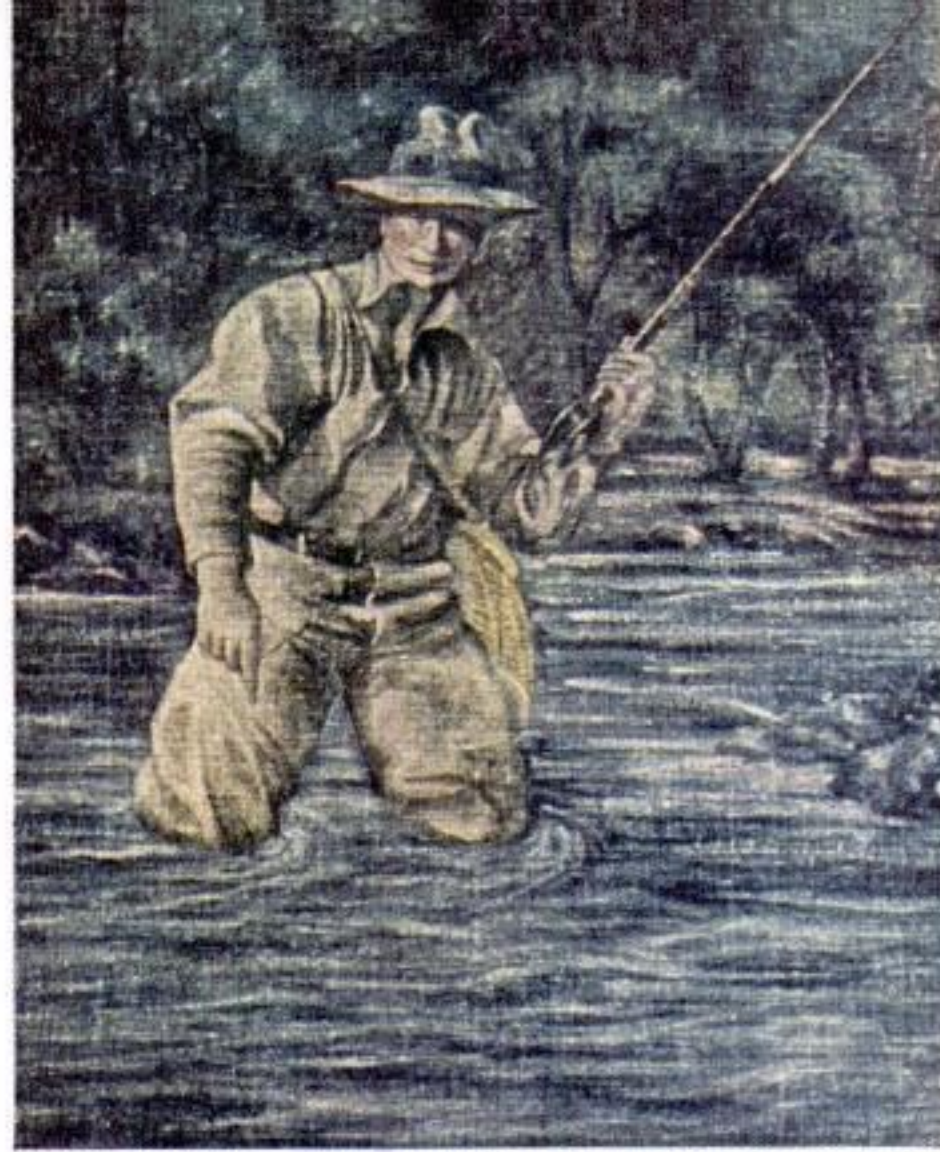
5 MAIL THIS COUPON today for free, illustrated booklets describing the 1940 San Francisco World's Fair and our Four Scenic Routes. Address O. P. BARTLETT, Southern Pacific, Dept. LE-2, 310 So. Michigan Avenue, Chicago, Illinois.

Your Name _____
Address _____
City _____ State _____

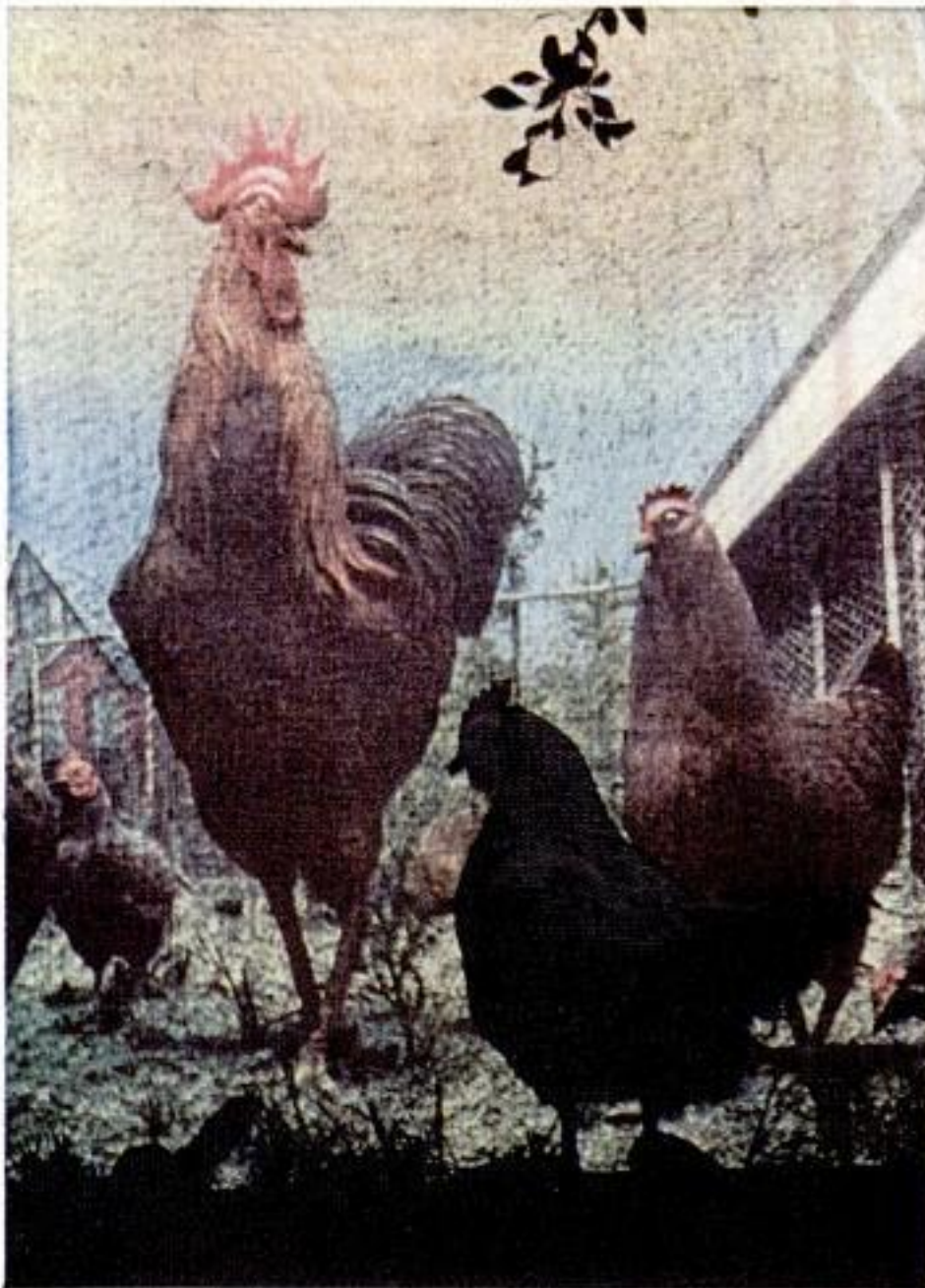
NEW MUSEUM DISPLAY SHOWS WHAT ANIMALS SEE AND HOW



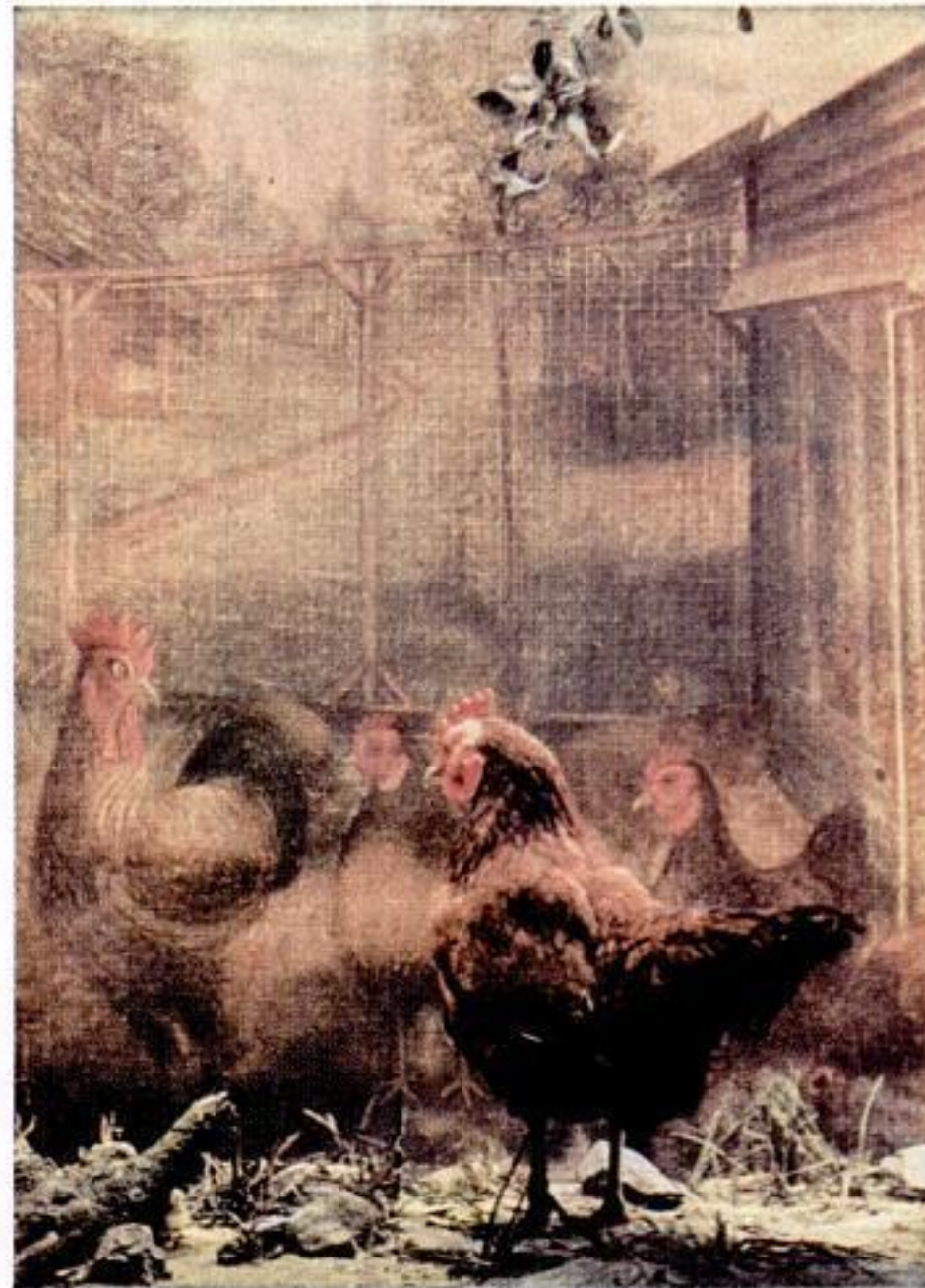
FISH SEES ANGLER AS THROUGH DISTORTING LENS



TO THE HUMAN EYE, THE FISHERMAN LOOKS LIKE THIS



TO A HEN, THE DOMINANT FOWL LOOK THE LARGEST



A MAN SEES THESE CHICKENS ABOUT THE SAME SIZE

For people who are curious about what their pet dachshund sees when he looks at them, or who think of a bird's-eye view as a kind of airplane panorama, New York's American Museum of Natural History has recently opened a startling show. In small boxes appear a series of ordinary scenes, a barnyard, a dining room, a man fishing. But when a visitor moves close, they change completely and the boxes show the barnyard as it appears to a hen, the dining room as a dog sees it and a fish's-eye view of the angler.

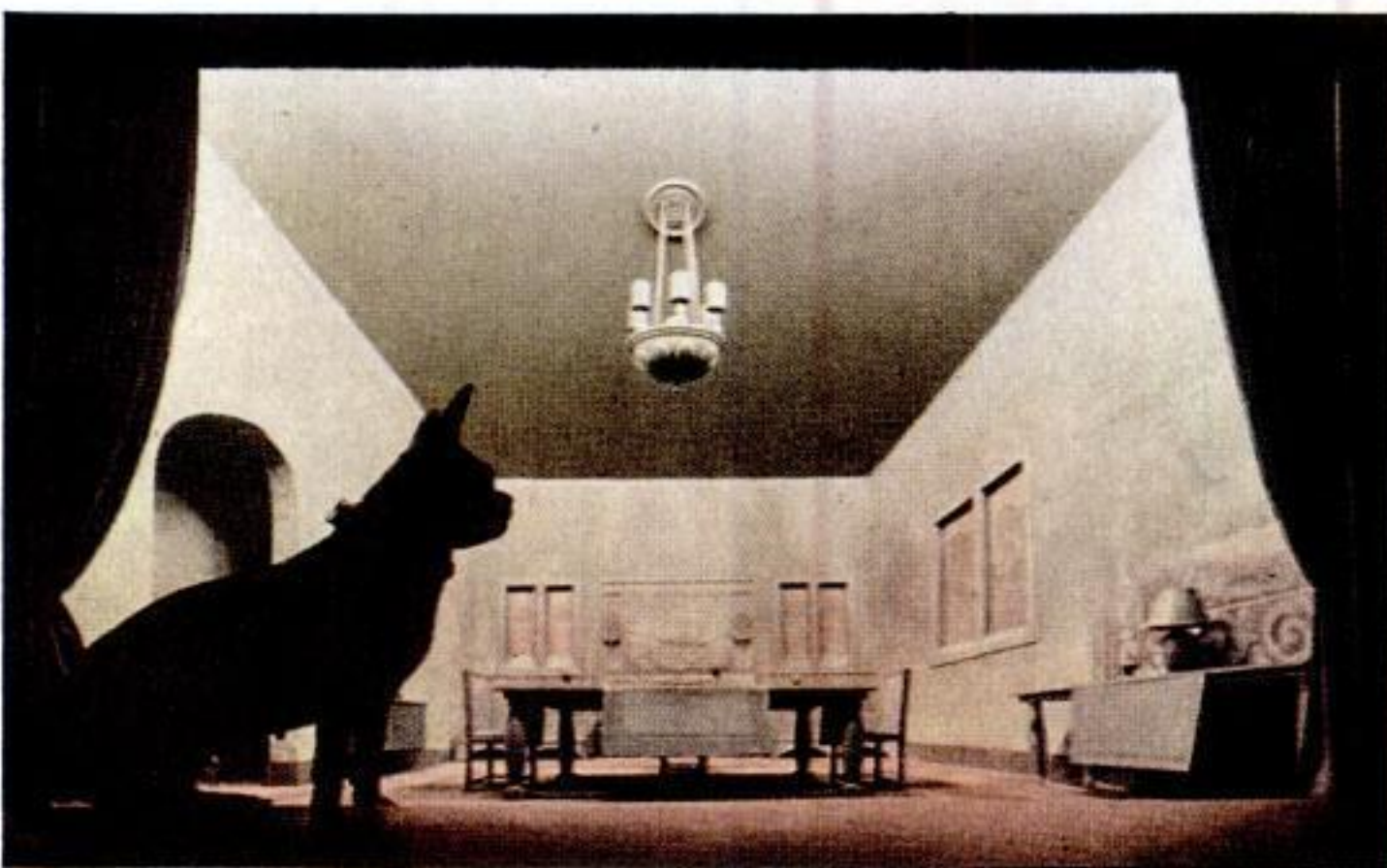
Every kind of animal, from the amoeba up the evolutionary ladder, has some kind of light sense or sight, but what they see varies widely from species to species. The pictures on this page, taken from the Museum displays, show the world as it appears to a fish, a hen, a dog and a fly.

To the trout lying below the surface of the stream, the fly-fisherman is haloed in rainbow colors and greatly distorted because of the refraction of the water. Also because of refraction, the fish can see objects above the water only in a small circle. Very shortsighted, fish see anglers' wet flies as color, dry flies as silhouets.

The chicken yard as seen by the hen is a subjective picture, illustrating the so-called "pecking order." Poultry society is arranged in an order of dominance, according to which bird can peck the others without being pecked back. Thus, in the hen's view, the ruling rooster looms largest, while the sizes of the others depend on whether she can peck them or must let herself be pecked by them.

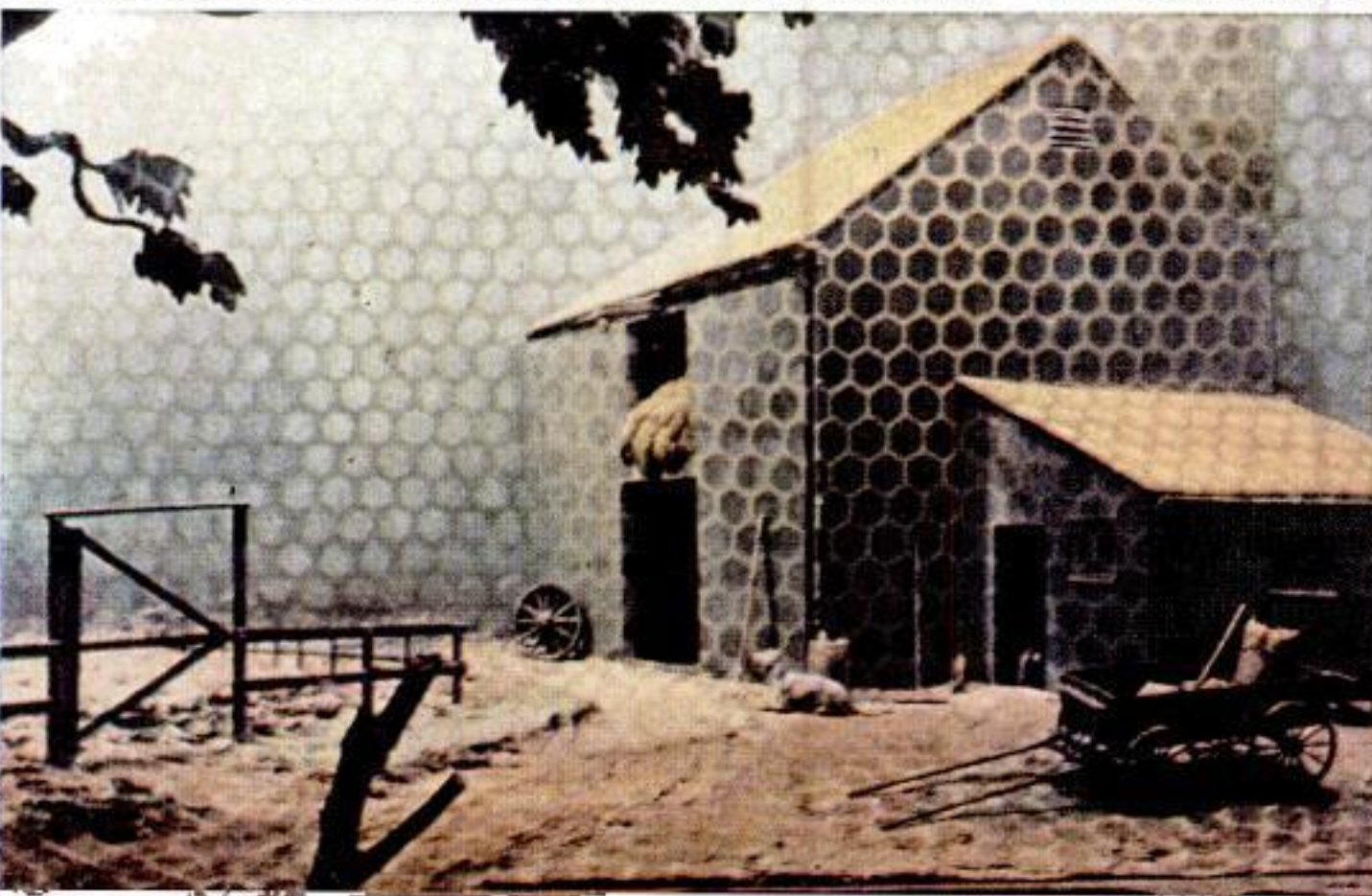
Completely color-blind, the dog sees everything in shades of gray like a photographic print. Because he does not see lines well, small patterns disappear.

The fly's eye is composed of hundreds of tiny eyes in a mosaic, and is not sensitive to red light, though it can see ultraviolet. Thus his view is probably mosaic: red barn, yellow-gray; leaves, purple.



COLOR-BLIND DOG LOOKS UP INTO ROOM WHICH SEEMS GRAY AND WITHOUT PATTERN

FLY'S MOSAIC EYE PUTS HONEYCOMB PATTERN OVER SCENE. LEAVES SEEM PURPLE



A MAN LOOKS DOWN INTO ROOM WITH COLORFUL RUG AND BRIGHT WALL PATTERNS

HERE IS HUMAN'S VIEW OF THE RED BARN SET IN A TYPICAL FARMYARD SCENE



THE BLUE MARLIN - *what he owes to* PROTECTIVE BLENDING



LEFT: Without Protective Blending, the Blue Marlin, mightiest of game fish, would have difficulty getting his dinner. Small fish dart away when they see him.

BELOW: But see how perfectly the Blue Marlin's colors blend with the azure waters of the Gulf Stream. Protective Blending enables him to approach schools of small fish unseen.



PROTECTIVE BLENDING

*insures flavor,
smoothness and mildness
of Calvert Whiskey*

JUST as Nature helps her creatures by Protective Blending, so does Calvert employ Protective Blending to insure the mellowness, smoothness and flavor of its fine whiskies. If you drink for pleasure, for sociability and enjoyment—call for Calvert. See if you don't like it better.



**CLEAR HEADS [CLEAR-HEADED BUYERS]
CALL FOR**
Calvert

Blended Whiskey Calvert "Reserve": 90 Proof—65% Grain Neutral Spirits... Calvert "Special". 90 Proof—72½% Grain Neutral Spirits. Copyright 1940, Calvert Distillers Corporation, New York City.

Milder • Smoother • Finer Flavor •
due to PROTECTIVE BLENDING



PEG WANTS SHOE "IT"
MEG WANTS SHOE FIT

You get both in _____

Air Step

THE SHOE WITH THE MAGIC SOLE



Illustrated above—The Air Step CAROL pattern—femininity and fit in a light-hearted V-throat pump of patent and faille.

*Why do Air Steps feel so light in your hand . . .
the soles so springy when you press . . .
and what has this to do with keeping "Fresh at Five"?*

THE SECRET of Air Steps is a new way of designing shoes.

We think feet should look their prettiest—that shoes should be light and gay—and that women should be able to walk all day without ending up exhausted.

The thing that makes feet weary and nerves ragged is nothing more than the bang! bang! of hard soles on hard pavements—which feet were never meant to walk on.

We discovered a way to cushion feet against pavement shock—and still keep Air Steps light and dainty.

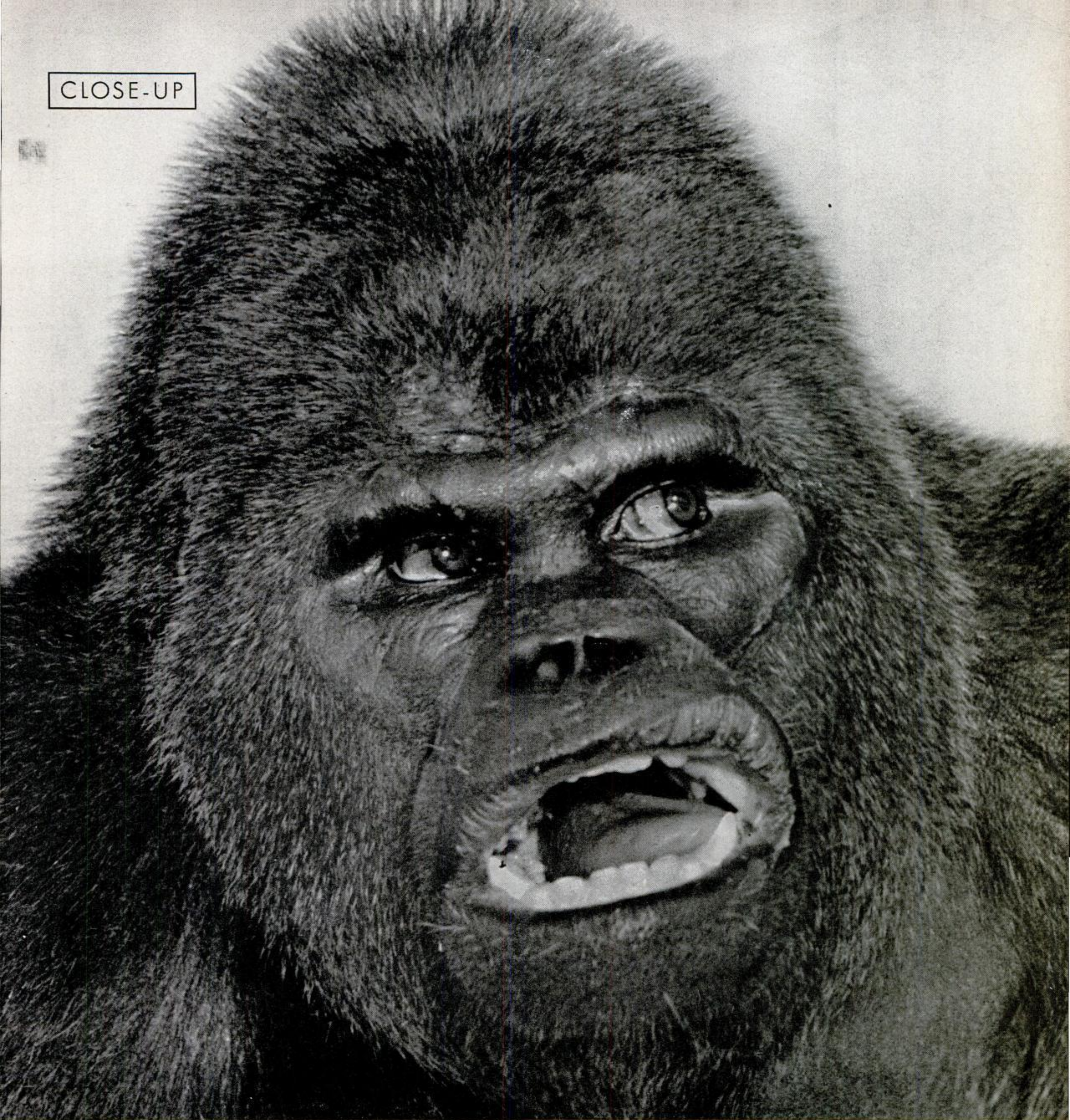
A designed-in, hidden-away

Magic Sole, a honeycomb of air cells, supplies the pavement cushion your feet lack. It's the next thing to walking barefoot on grass. It acts as a shock-absorber for jolts—keeps your feet from getting tired. In Air Steps you walk on air—and you find yourself "Fresh at Five"!

For name and address of nearby Air Step store, write BROWN SHOE COMPANY, St. Louis.

\$6.00
*Some Styles
Slightly Higher*

CLOSE-UP



GARGANTUA

**WORLD'S MOST SUCCESSFUL ANIMAL
LIVES FOR ONE PURPOSE: MURDER**

by J. B. T. SCRIPPS

Three crates were being loaded into a baggage car at Pennsylvania Station, New York. The largest might have held a grand piano, except that it was covered with a blanket which did not quite conceal a wainscot of metal bars. The time was a December night in 1937.

John Ringling North, president of Ringling Brothers and Barnum & Bailey Circus, was watching the loading when a man touched his arm. "I'm from the Associated Press. We got a tip that you were shipping out a big gorilla. This it here?"

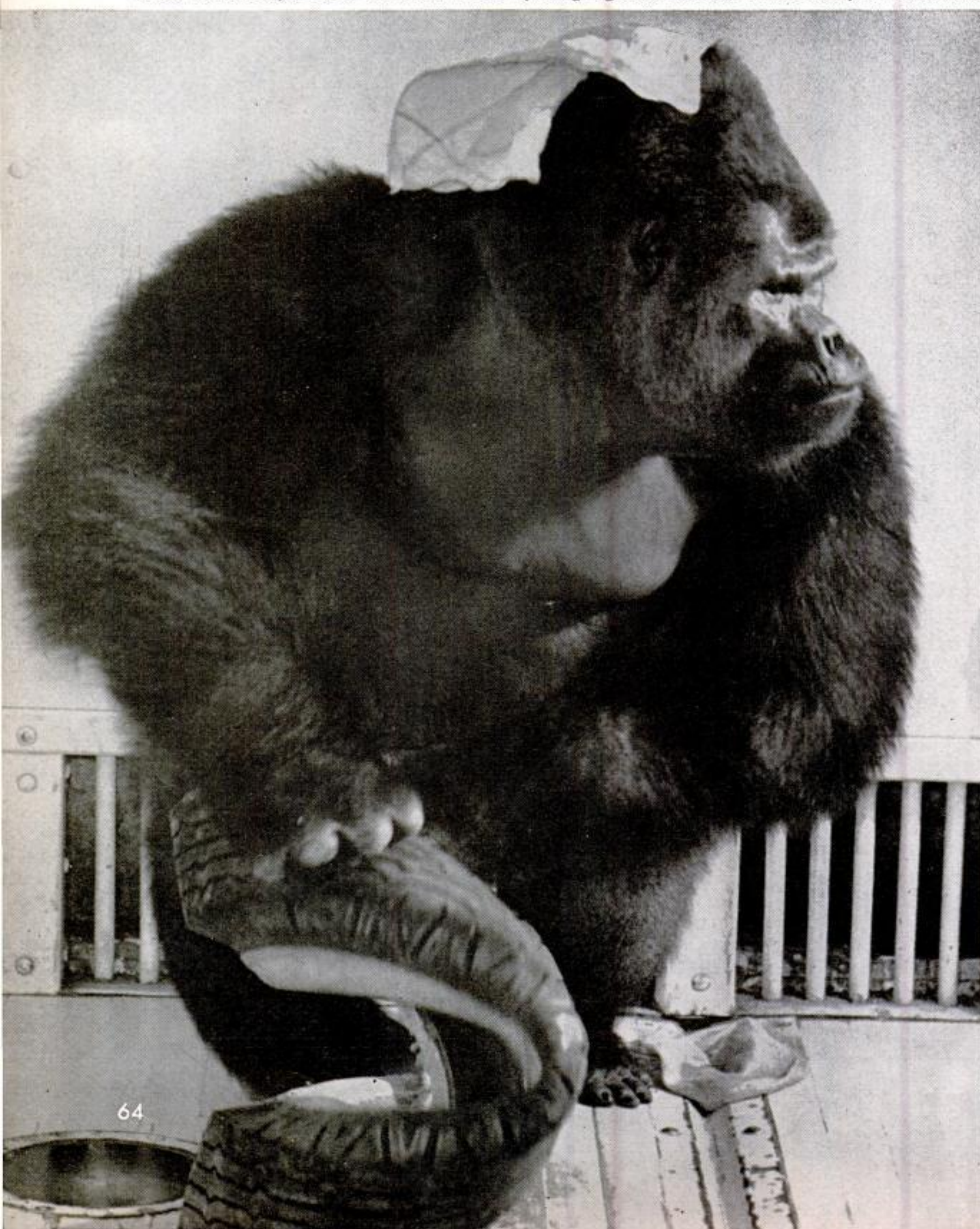
"Gorilla?" said North. "No, no. These are just chimps, little fellows."

North did not look at the reporter. Instead, he watched a baggageman bring up a chock and start driving in a 6-in. nail. It was almost all the way in when a gigantic black finger poked through a split in the bottom of the biggest crate. It felt the nail, curled around it and gently drew it out. A whizzing sound was followed by a noise like a whip crack. The blanket had vanished, all but a shred caught in a knothole.

The reporter stepped up and peered in. An



Gargantua's favorite toys are an automobile tire, which he rolls around and then, in an unconcerned manner, gently doubles over (*below*); and handkerchiefs, given him by his keepers, which he places on his head and eventually tears to shreds. Three things he most fears are snakes, the sound of trucks and trolleys. He is currently valued by Ringling Bros. and Barnum & Bailey at \$1,000,000.



Visitors see Gargantua from a safe distance in his 11-ton cage which cost \$20,000. It is air-conditioned, as gorillas in captivity are highly susceptible to pneumonia.

GARGANTUA (continued)

eye glared into his. Later, he said it was like peering into the core of a volcano.

The circus season would not open for three months and North was reluctant to risk sating the public prematurely, but he knew that the reporter could not mistake what he had seen.

"It's a gorilla," North admitted. "His name is Gargantua."

The story went out almost before the ape's train. Crowds clustered around the car at every stop. At Tampa, photographers broke in. At Sarasota, the circus' winter quarters, the entire town turned out in awful welcome. Such was the first crackle of the blaze of publicity that has lighted the monster ever since.

There are approximately 3,000,000 kinds of animals in the world. Most of the individual animals in these groups, rated on the economic scale, amount to precisely nothing. Among the few animals who are worth something, the most valuable, obviously, are a handful of race horses, prize dogs, four-footed movie actors and fur-bearing whatnots such as chinchillas. All these, however, owe their success entirely to the skill and attention of humans rather than themselves. Gargantua is not only more valuable than almost any other animal ever has been, with the possible exception of Man o' War; he is also beholden mainly to himself for his present enviable position in the world.

Gargantua started life in an African jungle, without even a name. Today, he rides about in an air-conditioned private car worth about five times as much as the amber-fitted Rolls-Royce which John Ringling bought from the Czarina of Russia. Thermostats and strainers govern the humidity of the air that he breathes. His food could be served with pride by Oscar of the Waldorf. His health is the daily concern of three well-trained Yale alumni and a world-renowned scientist is his consulting physician.

CONTINUED ON PAGE 20



His bodyguard, Duke, a vicious Doberman pinscher, is chained to the cage by day but let loose at night to attack any prowler who might try to harm Gargantua.

THE MAYFLOWER

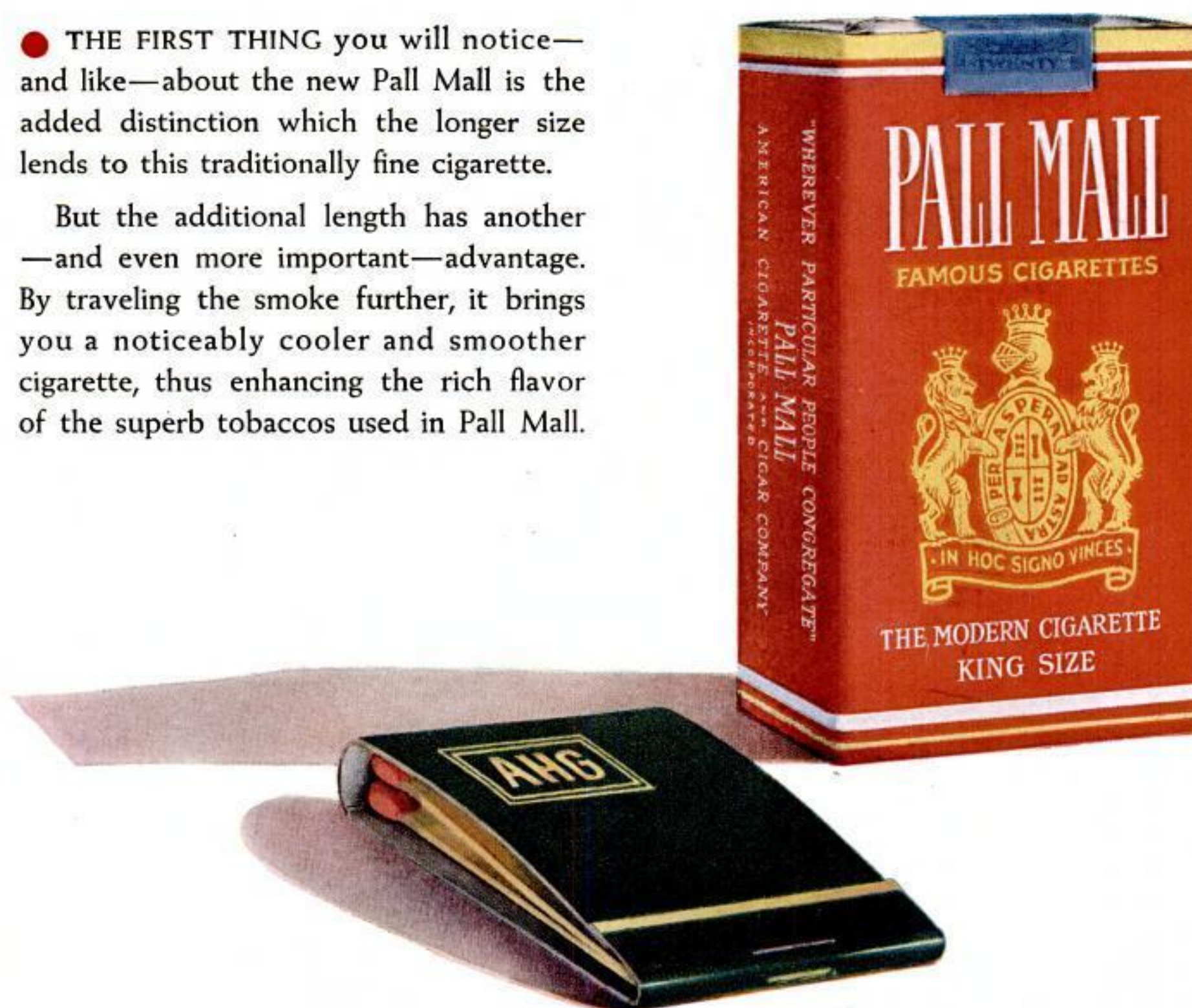
suggests

PALL MALL

FAMOUS CIGARETTES

● THE FIRST THING you will notice—and like—about the new Pall Mall is the added distinction which the longer size lends to this traditionally fine cigarette.

But the additional length has another—and even more important—advantage. By traveling the smoke further, it brings you a noticeably cooler and smoother cigarette, thus enhancing the rich flavor of the superb tobaccos used in Pall Mall.



Rhapsody in Green

GREEN GIANT FIELDS

GOOD EARTH... SPECIAL SEED, SOWN IN SPECIAL FIELDS, HARVESTED AT THE FLEETING MOMENT OF PERFECT FLAVOR... THE TENDER SECRET OF GREEN GIANT PEAS!

GREEN GIANT RECIPES

GOOD EATING... GREEN GIANT PEAS COLD WITH LETTUCE OR HOT WITH MINT... EXCELLENT BECAUSE THEY BRING OUT THAT SWEET, FRESH GREEN GIANT FLAVOR!

GREEN GIANT PEAS

GOOD SIGN... TO LOOK FOR WHEN YOU BUY PEAS... THE BIG GREEN GIANT ON THE LABEL!

If you had your own vegetable gardener you couldn't grow peas like these.

It takes an exclusive seed to produce Green Giant Brand Peas. They are packed from a very precocious breed (S-537). It grows to large size while still very young and tender, which gives Green Giant Peas their delicate flavor and tenderness.

The soil is especially prepared. The vines are watched daily. And when harvest time comes, the peas are gathered at the fleeting moment of perfect flavor, rushed to the cannery and sealed in cans—all in less than three hours. With Green Giant Brand Peas, fresh from the can means fresh from the vine.

When you're buying peas you might as well have the best. Ask your grocer for the Green Giant Brand—the big tender kind with the jolly Green Giant on the label.

Symphonies in Spring Greens with Green Giant Brand Peas

Serve them cold—a salad with chopped chives and French dressing served on leaves of lettuce and romaine.

Serve Green Giant Peas hot—cooked with a sprig of mint and garnished with bouquets of fresh mint leaves.

Packed only by Minnesota Valley Canning Co., Le Sueur, Minn. and Fine Foods of Canada, Ltd., Toronto, Ont. Also packers of the following exclusive brands of corn: Niblets Corn (Whole Kernel), Del Maiz Corn (Cream Style) and Niblet-ears (Corn-on-the-Cob).

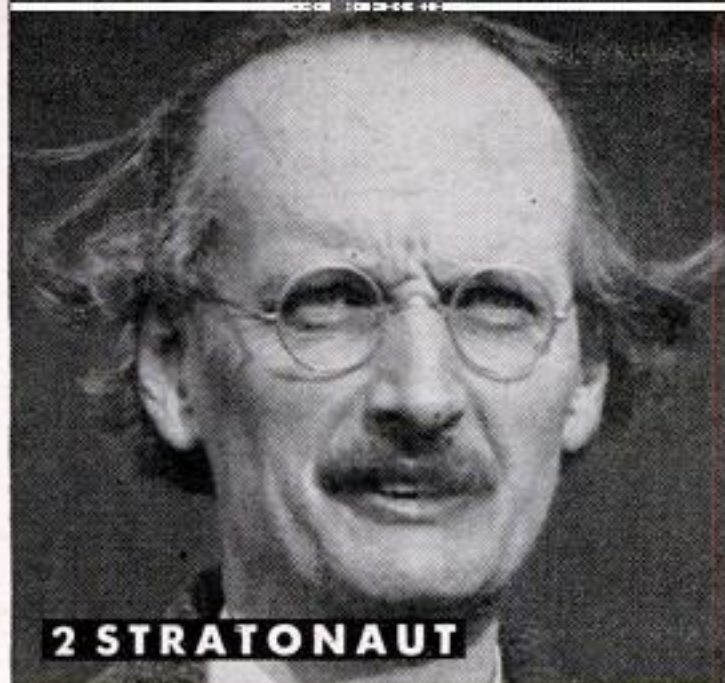
"GREEN GIANT" BRAND,
REG. U. S. PAT. OFF.

H. I. WILLIAMS PHOTO

Copyright © 1954



1 SECOND LADY



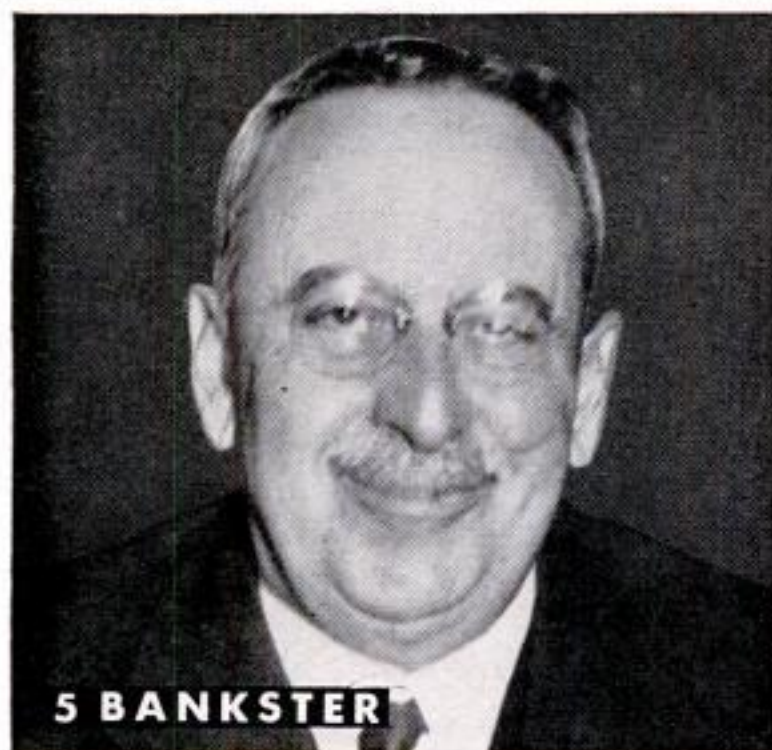
2 STRATONAUT



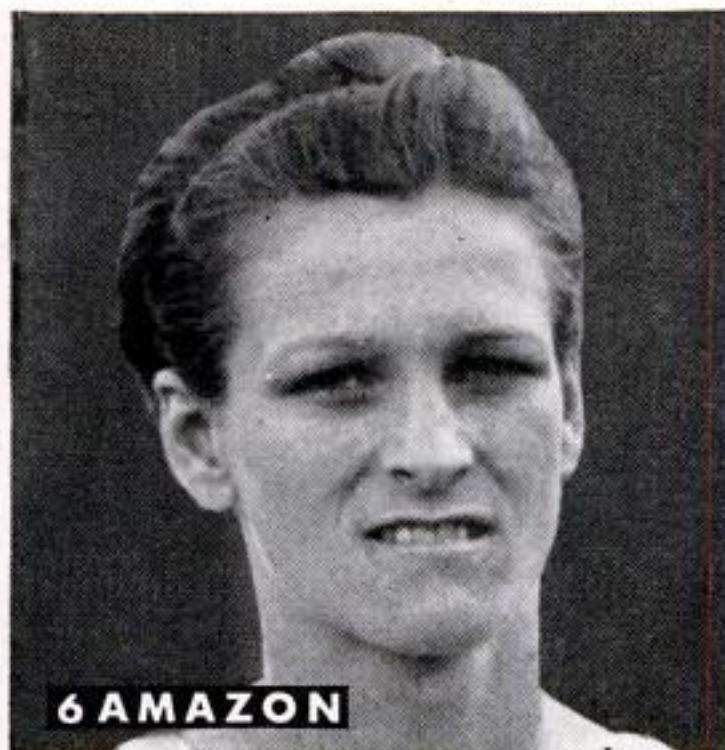
3 CORPSE



4 TECHNOCRAT



5 BANKSTER



6 AMAZON



7 ASSASSIN



8 PROHIBITOR

THE THIRTIES: AN ALBUM

How many of these headliners do you remember?

More than a calendar decade, the 1930's were an era—with precise chronological limits. The era began on Oct. 29, 1929, with the stock-market crash and ended on Sept. 3, 1939, with Great Britain's declaration of war on Adolf Hitler.

For perspective, as well as for even neater historical bracketing, Frederick Lewis Allen (*Only Yesterday*) begins his readable new review of the Thirties in America, *Since Yesterday* (Harpers \$3), on Sept. 3, 1929. That was the day that the bull market humped to its all-time high—U. S. Steel at 261¾, A. T. & T. at 302, G. E. at 395. Prime Minister Ramsay MacDonald that day was telling the League of Nations that America and Britain were progressing favorably toward naval disarmament, Bobby Jones was tying for first in the qualifying round of the National Amateur at Pebble Beach, and the globe-circling *Graf Zeppelin* was homing over the Atlantic toward the German Republic. Women's clothes were as curveless as the current automobiles, *Street Scene* and

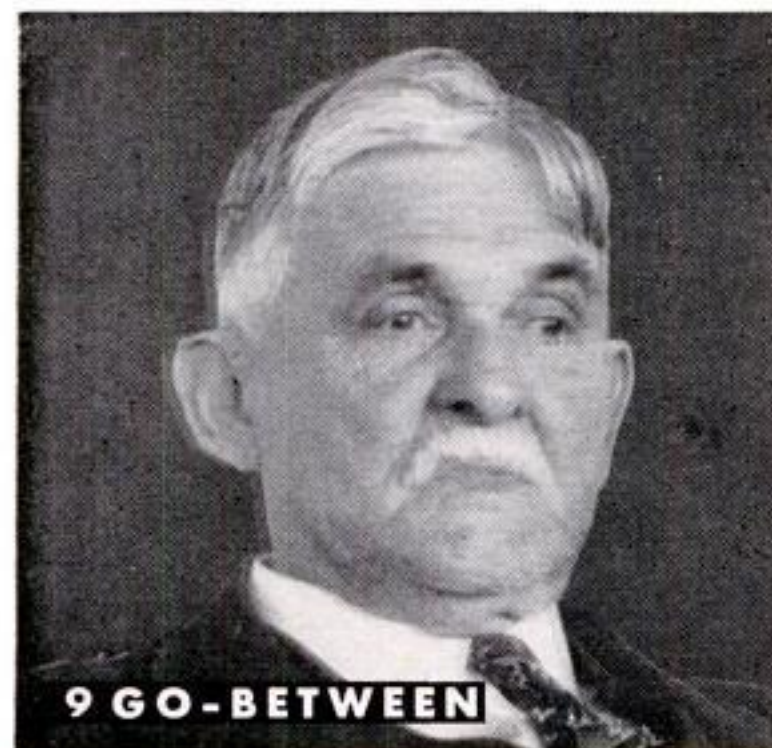
Sweet Adeline were drawing Broadway crowds and about all that anybody expected of Government was to keep out of Big Business' way.

In the ten years which followed came the Sit-Down and Repeal and the Blue Eagle, Sally Rand and Shirley Temple and John Dillinger, EPIC and WPA and CIO, *Ballyhoo* and the Nine Old Men, dust storms and Technocracy, nylon and *Little Caesar*, the Lindbergh Case, *Anthony Adverse*, "Fifty-six Days Left to Save the American Way of Life," Trader Horn, Tom Dewey, *Three Itty Fitties*, the Bonus Army, "Knock, Knock," miniature golf, the Three Little Pigs, Eleanor Roosevelt. Put them all together, with ten million other phenomena, and they spell the Thirties in America.

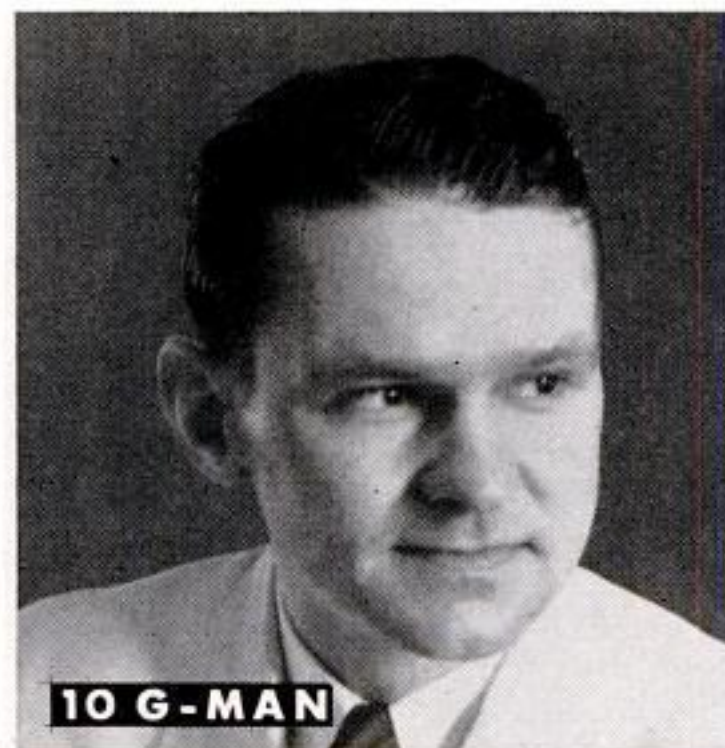
Whatever anybody decides about their causes and effects, nobody can ever say that the Thirties were dull. *LIFE*, with no attempt to evaluate or even to review comprehensively the tremendous economic and social and technological ferment of the decade,

presents herewith an American Album of its more picturable manners, customs and great events. Beginning with the faces of the ex-headliners on this page (whose names appear upside down in the box below), these pictures are calculated to jog elders' memories, and perhaps to inform youngsters like the two sub-debs depicted in a recent *New Yorker* cartoon. As they walk under a movie marquee advertising *Gone With the Wind*, one says to the other: "It's from an old book, I think, like *Uncle Tom's Cabin*."

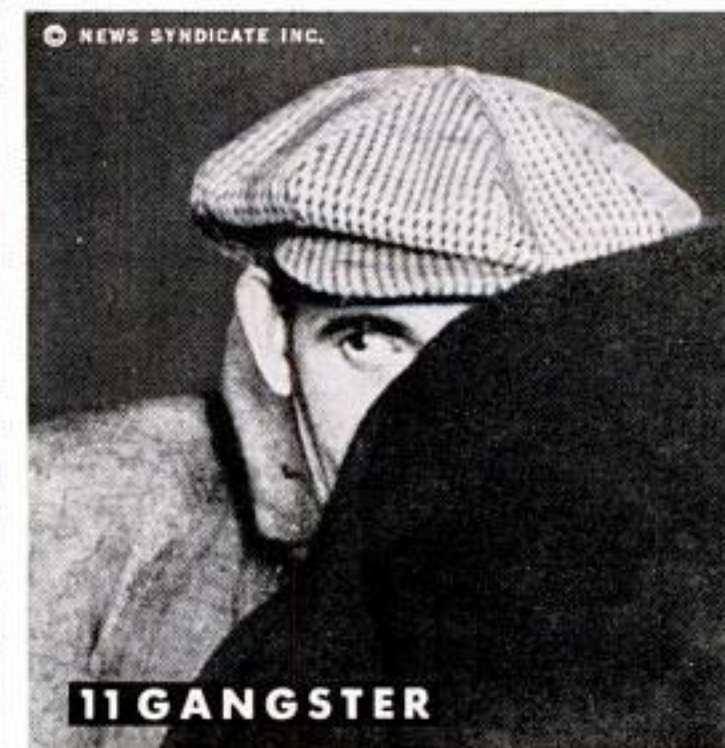
1 DOLLY CURTIS GANN	9 JAFSIE CONDON
2 AUGUSTE PICCARD	10 MELVIN PURVIS
3 STARR FAITHFUL	11 LEGS DIAMOND
4 HOWARD SCOTT	12 GEORGE W. WICKERSHAM
5 ALBERT H. WIGGIN	13 MARION A. ZIONCHECK
6 BABE DIDRIKSON	14 ANN COOPER HEWITT
7 GIUSEPPE ZANGARA	15 WILL H. WOODIN
8 MABEL W. WILLERANDT	16 THALIA MASSIE



9 GO-BETWEEN



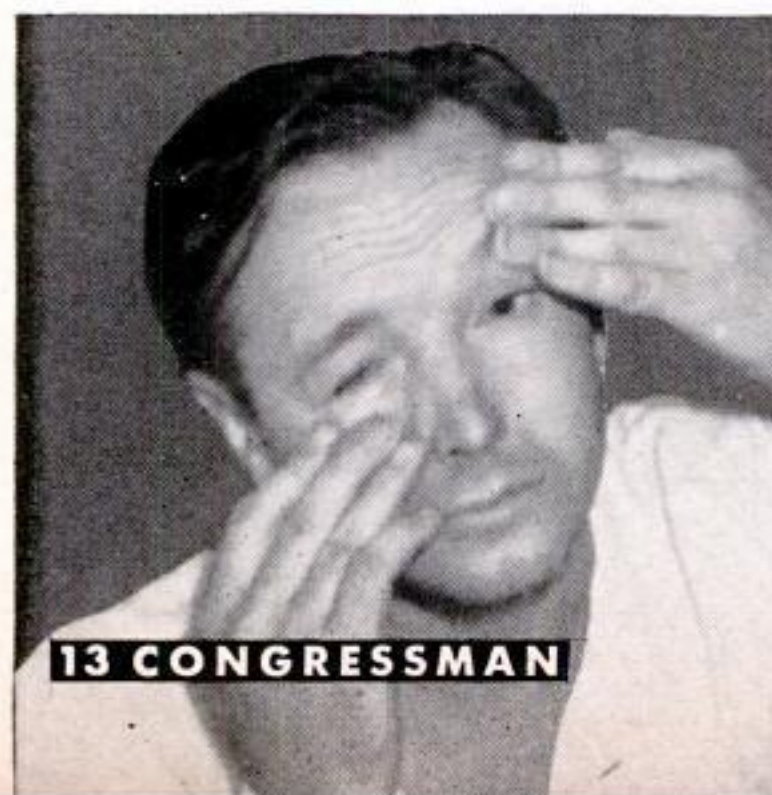
10 G-MAN



11 GANGSTER



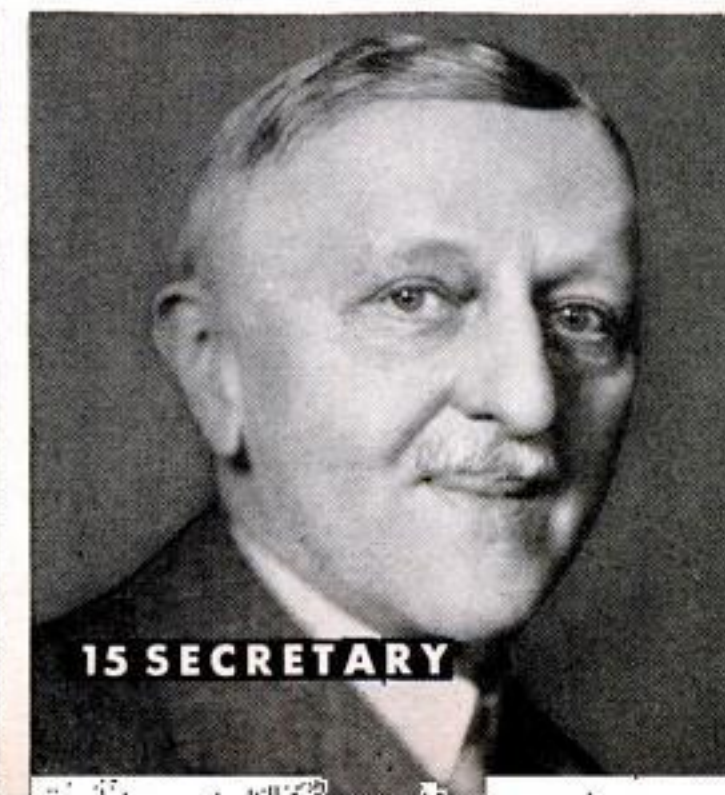
12 COMMISSIONER



13 CONGRESSMAN



14 HEIRESS



15 SECRETARY



16 VICTIM

1930 styles, famous newspictures



Windblown bob, longer than the shingle and cut to irregular bangs, was daring hair-do as decade began.



Easter paraders, with their long-in-back skirts, startled onlookers. Note prevalence of head-covering cloche.



Dipping hemlines marked beginning of longer evening dresses, more natural waistlines. Transparent velvet was new and chic.



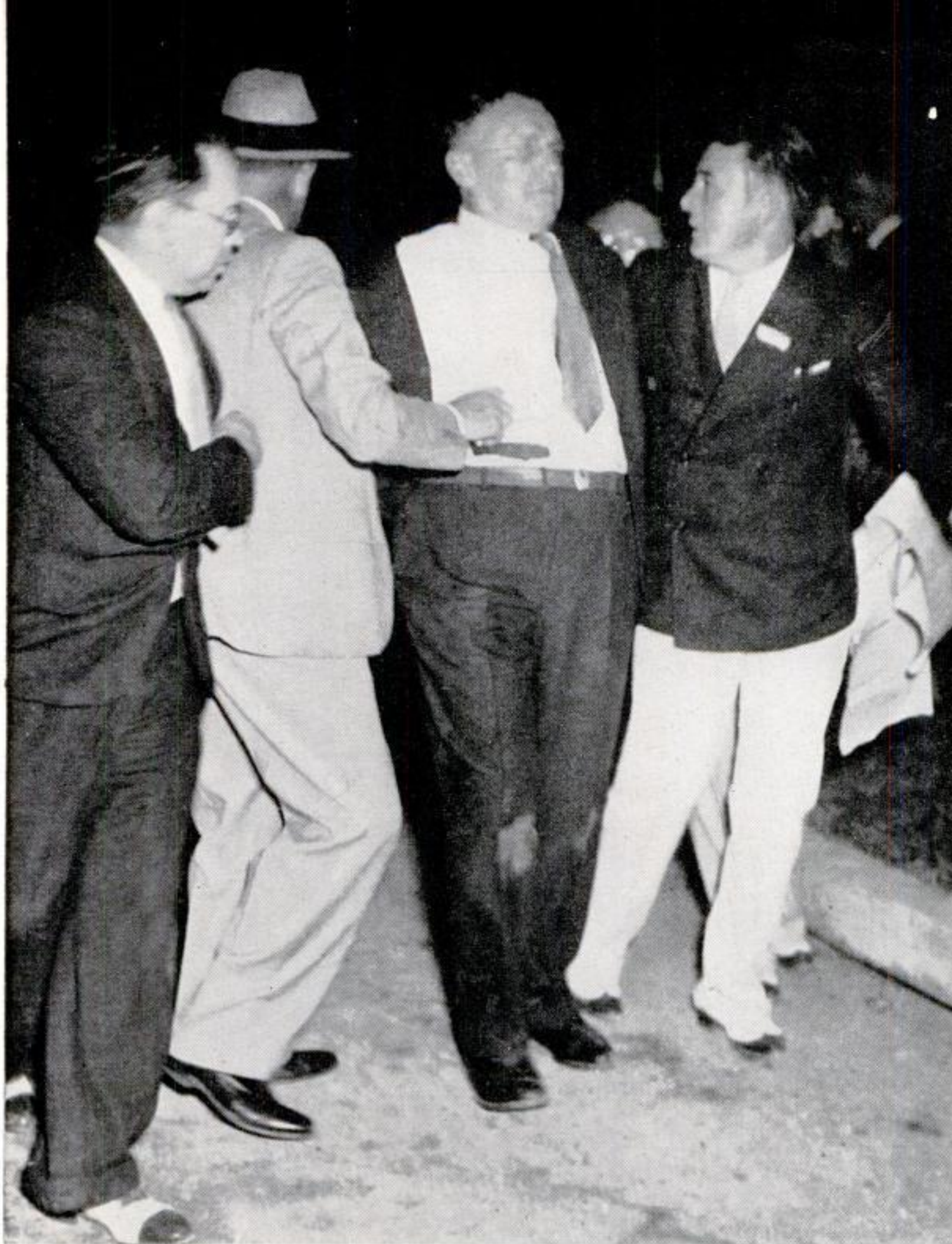
Shapeless and droopy-knitted outfits with "dress" blouses had cardigans reaching to middle of skirt, waistline starting at hips.



Beach pajamas made of bright, bold "modernistic" printed fabrics had wide, floppy pants, were the forerunner of tailored slacks. Low sun-tan backs were the fashion scandal of the time.



For tennis, the fashionable wore sleeveless princess-line frocks with slightly flaring skirts and low backs. The turban at right was made popular by France's Suzanne Lenglen, tennis queen.



Shooting of Cermak. Luck gave Photographer Sam Schulman this picture of Chicago's Mayor fatally wounded by bullet which Giuseppe Zangara aimed at President-elect Roosevelt in Miami, Feb. 15, 1933.

Mrs. Hauptmann. Tabloid push gave New York *Mirror*'s Dick Sarno this picture of a *Mirror* reporter with Hauptmann's widow after news of his execution, April 3, 1936, for the Lindbergh kidnaping.



Morgan & the Midget. A circus press agent's effrontery put Midget Lia Graf on camera-shy J. P. Morgan's lap at the Senate Banking Investigation in June 1933.

Bonnie Parker. This picture of Clyde Barrow's gun moll was on a roll of film found in Joplin, Mo., hideout after Barrow gang shot their way out in April 1933.



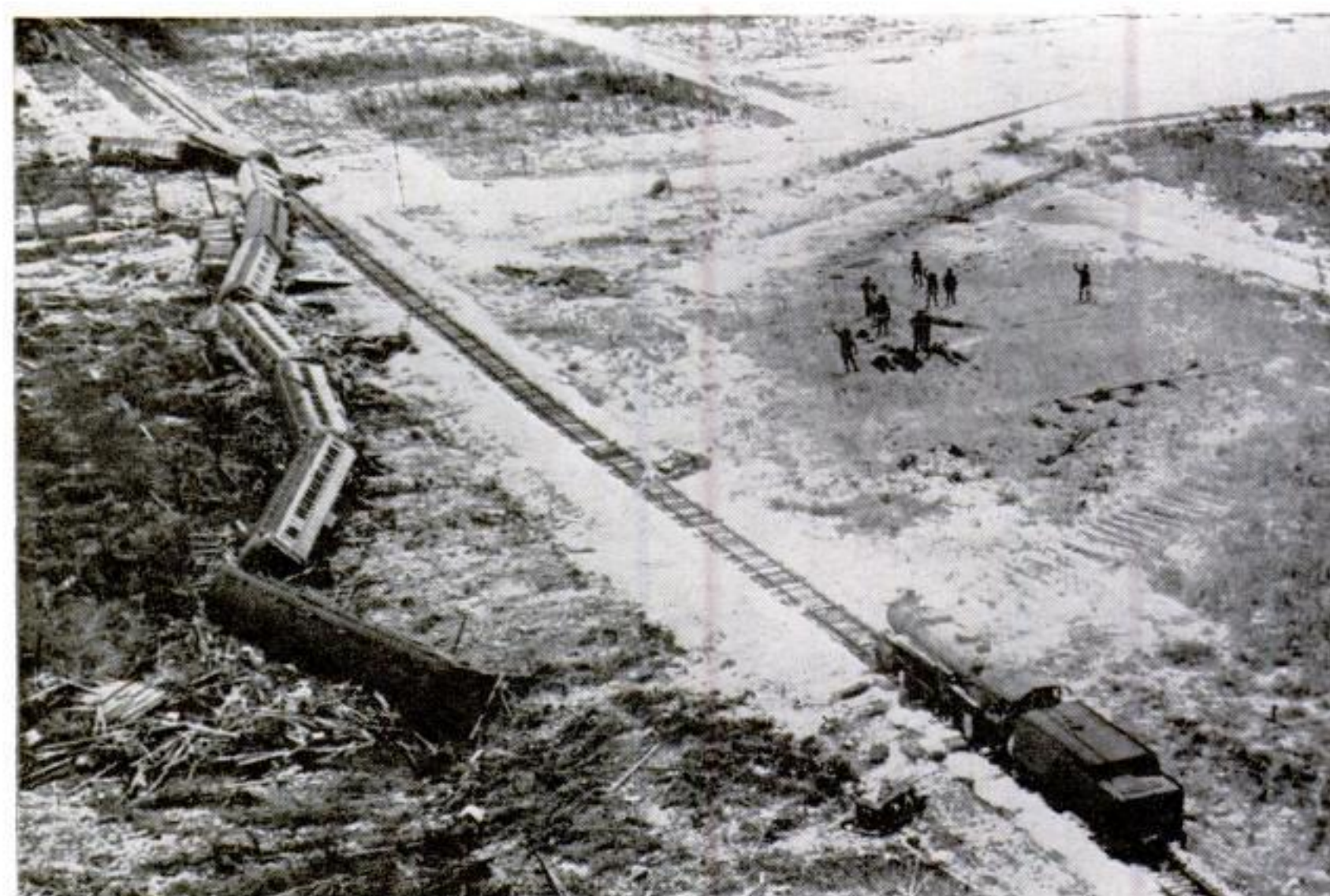
The decade's death scores: these disasters,



The burning of the Morro Castle, a \$5,500,000 Ward Liner bound from Havana to New York, occurred before dawn on Sept. 8, 1934, in a storm six miles off Asbury Park, N.J., where the boat was later beached (above). The first five lifeboats to reach shore contained 92 crew members, six passengers. Dead: 126.



The floods of 1937 in the valleys of the Ohio, Allegheny and Mississippi Rivers, began on Jan. 22. Heavy rains falling on hillsides gutted and eroded by long misuse of the land burst riverbanks, drove half a million families from their homes.



The first Florida hurricane of 1935 swept across the southern part of the State on Sept. 2. An eleven-car rescue train, sent to evacuate indigent World War veterans housed in three flimsy Government rehabilitation camps on the Keys 60 miles south of Miami, failed to reach its goal (above), and 282 veterans died.



The explosion of the "Hindenburg" was the first major catastrophe of commercial dirigible transportation—and, apparently, the finishing one. At Lakehurst, N.J., at 7:23 p.m. on May 6, 1937, the great German airship was just completing its first



The New London, Tex., school explosion on March 18, 1937, was caused by leakage of natural gas piped in to heat the Consolidated Public School. Ten minutes before school was to end for the day, the roof rose with a roar, fell back to crush pupils gathered in the assembly hall. Dead: 413 pupils, 14 teachers.

2,314; automobiles, 342,802



Hardest hit were Cincinnati, Pittsburgh and Louisville. Citizens of Portsmouth, Ohio (*above*), fearing the collapse of their steel and concrete flood wall, opened six sewer valves and let 7 ft. of water inundate their business district. Dead: 900.



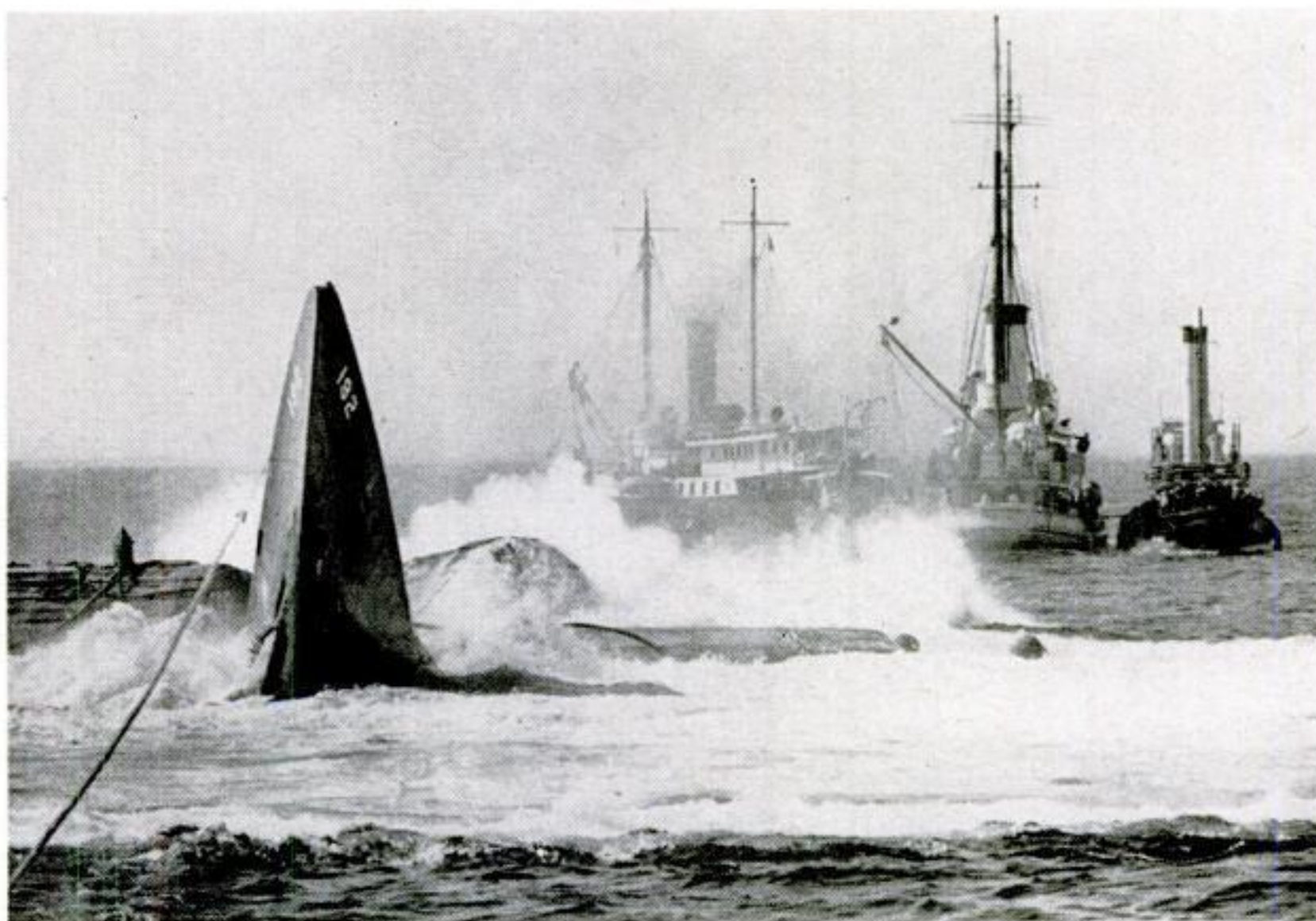
trip of the season between Germany and the U. S. with 97 passengers aboard when flames burst from its stern with a terrific explosion. Photographers were present to cover arrival, got some of the most spectacular newspaper pictures ever taken. Dead: 36.



The New England hurricane of 1938 roared up from the Caribbean on Sept. 21, swung inland at Cape Hatteras, brushed New York City, wrought worst havoc along the coasts of Long Island, Connecticut, Rhode Island, Massachusetts. This picture shows ships piled up at New London, Conn. Dead: 494.



The wreck of the "City of San Francisco" on Aug. 13, 1939, was the first of an all-streamlined U. S. train. A dislodged rail, due to sabotage, piled up the 17-car streamliner at Humboldt River Canyon, 40 mi. west of Elko, Nev. Demolishing the bridge, six cars plunged into the drying river bed. Dead: 23.



The sinking of the "Squalus" on May 23, 1939, was caused by failure of an intake air valve to close as the submarine went into a practice dive. The Navy's rescue bell, used for the first time in a submarine disaster, saved 33 of crew. Above: *Squalus* bobs to surface for an instant during salvage. Dead: 26.

Misery and revolt burgeoned in the



Bank panics, like this at Millbury, Mass., in July 1930, swept the country in 1930-33. Millions of people lost their savings until Roosevelt brought bank holiday, Banking Act, Federal deposit insurance.



Evictions were rife as depression stopped rent and mortgage payments. This is a street scene in 1933. Roosevelt brought Relief to pay rent, HOLC loans to save homes.



"Hoovervilles" sprang up on city edges and vacant lots. In 1933 it was estimated that 265,000 boys and girls under 21 were on the road. Relief, CCC, Federal-State transient camps were Roosevelt's remedies.



Apple sellers appeared in November 1930. A scheme to get rid of apple surplus, it was stopped next spring by police, who turned the sellers back to panhandling.



Dust storms beginning in 1933 blew away the livings of thousands of Western farmers already hard hit by low crop prices. The great droughts of 1934-35 brought new misery.



Desperate farmers held out as long as they could against dust, drought and foreclosures, then packed off for the Far West in the jalopy migrations made famous by *The Grapes of Wrath*.

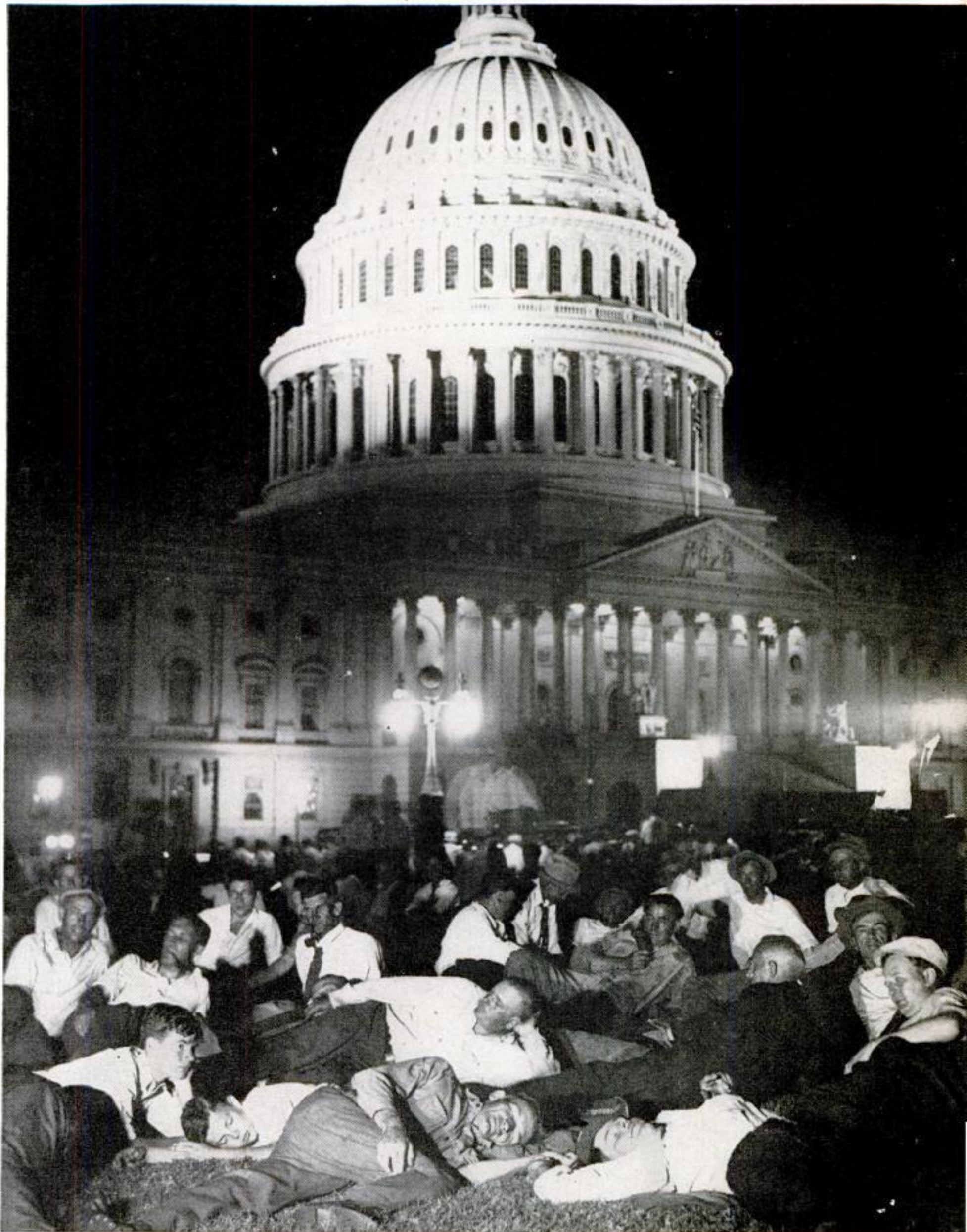
land until Roosevelt brought succor



Four were killed in pitched battle when police fought to drive Bonus Army veterans out of vacant buildings on Government land in Washington on July 28, 1932.



Hoover called out the Army to drive the Bonuseers out of Washington. Here General Douglas MacArthur, Chief of Staff (*foreground*), watches soldiers burn camps.



Congressmen shivered when Bonus Marchers camped on Capitol lawn while Bonus bill was pending. When second Bonus Army appeared in 1933, Roosevelt put them in camp, gave most of them CCC jobs.



Farm, strikes called by a Farmers' Holiday Association organized at Des Moines by Milo Reno in May 1932, sent farmers out on roads to stop farm shipments in an effort to raise prices.

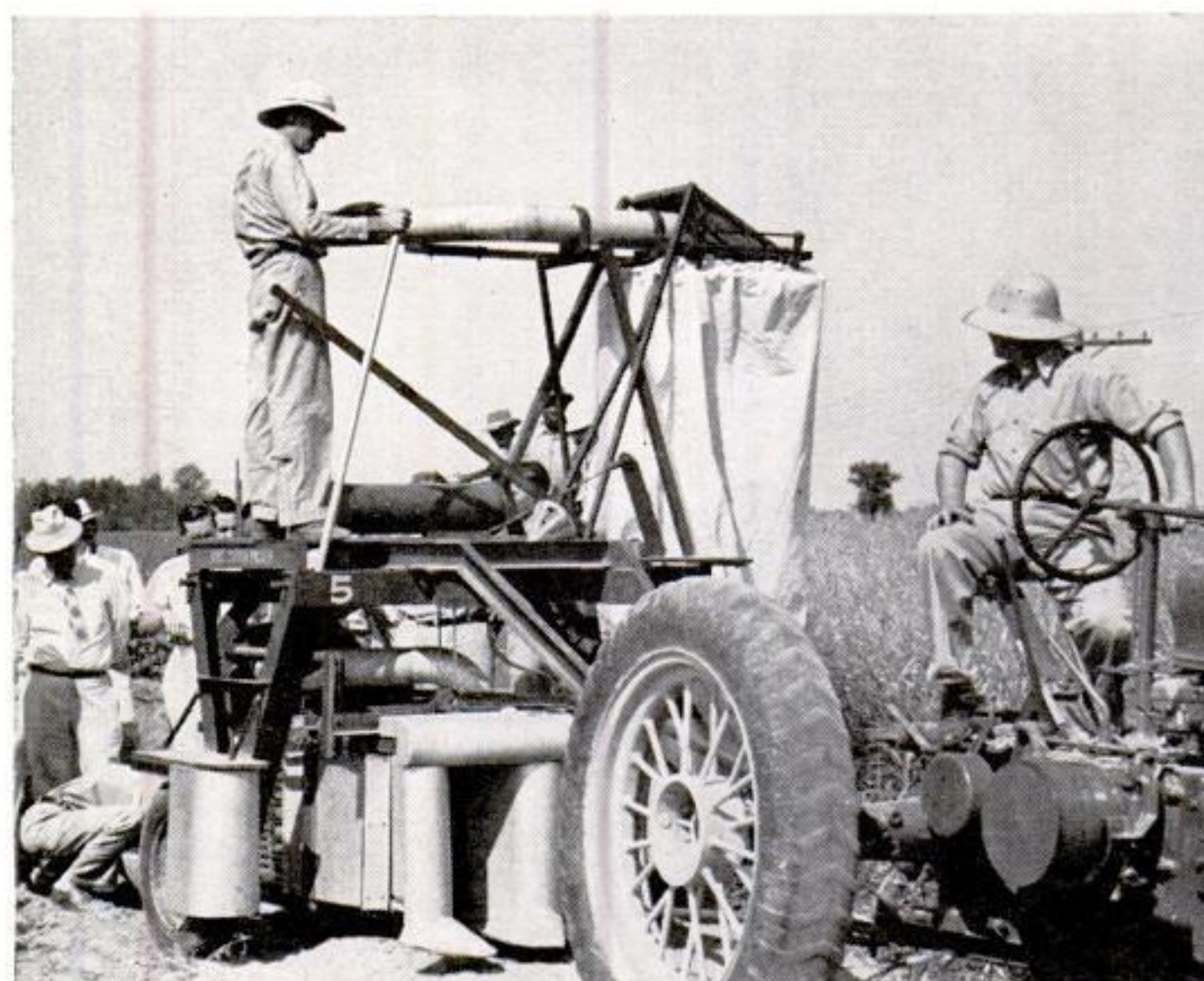


Revolting, farmers stopped foreclosure sales, beat an Iowa judge, and made an Iowa sheriff kiss the flag (*above*). Roosevelt has spent billions in gifts and loans to farmers.

Despite depression the scientists and



Stroboscopic photography, perfected by Edgerton of M. I. T., gave new view of action.



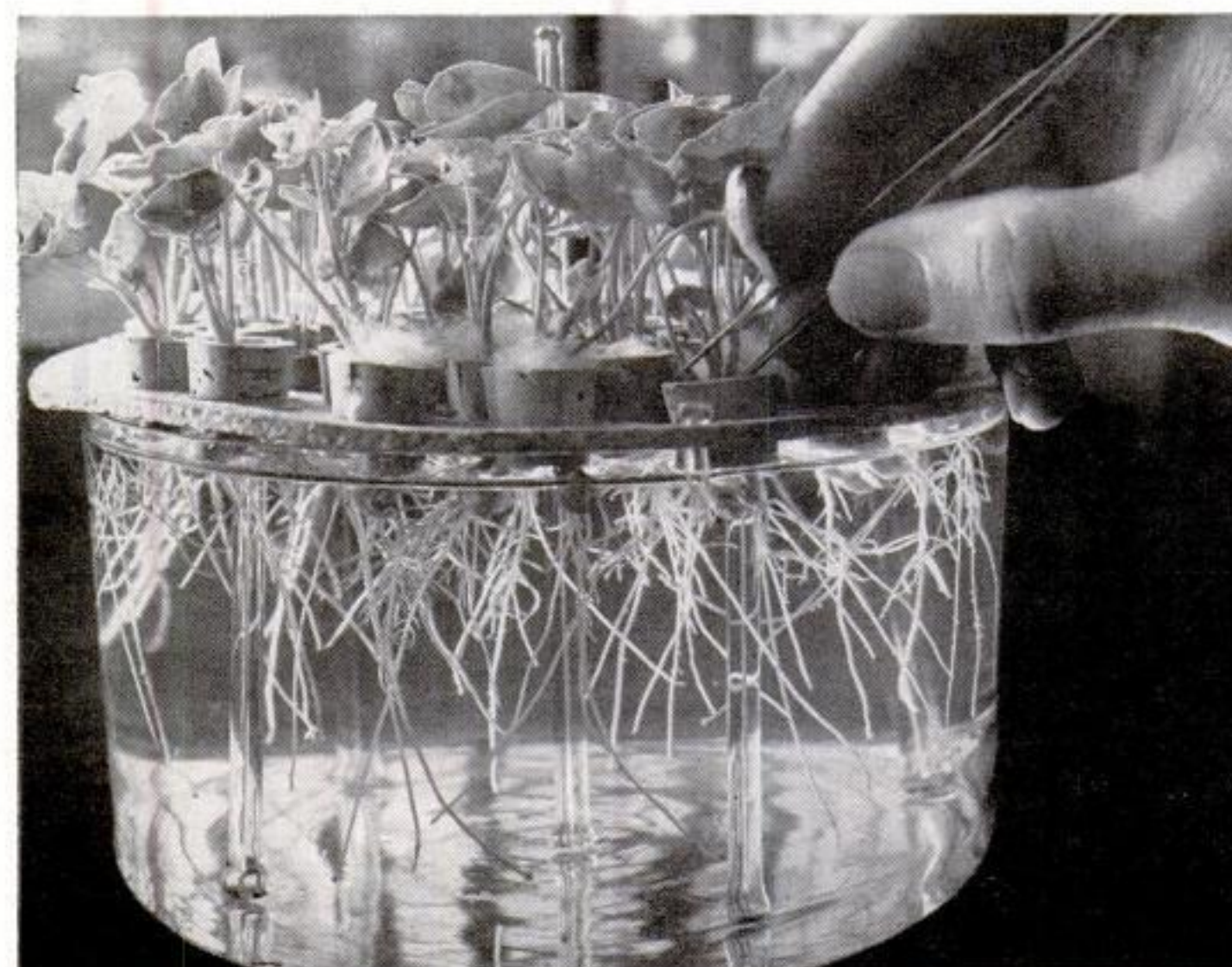
The Rust Cotton Harvester promised to solve the problem of picking cotton by machine. But it threatened to create a new problem of more idle hands in the agricultural South.



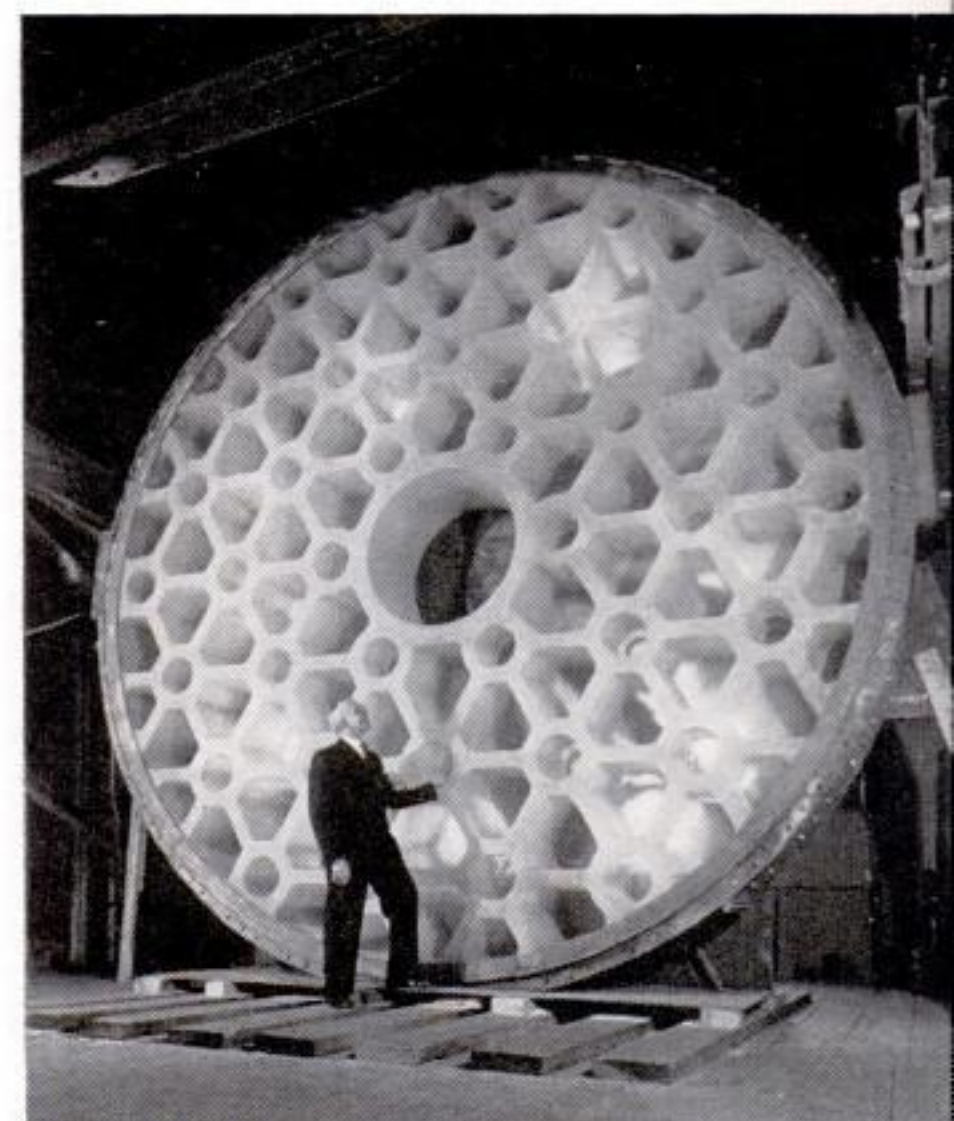
The cyclotron brought Dr. Ernest Orlando Lawrence a 1939 Nobel Prize for more and better atom busting.



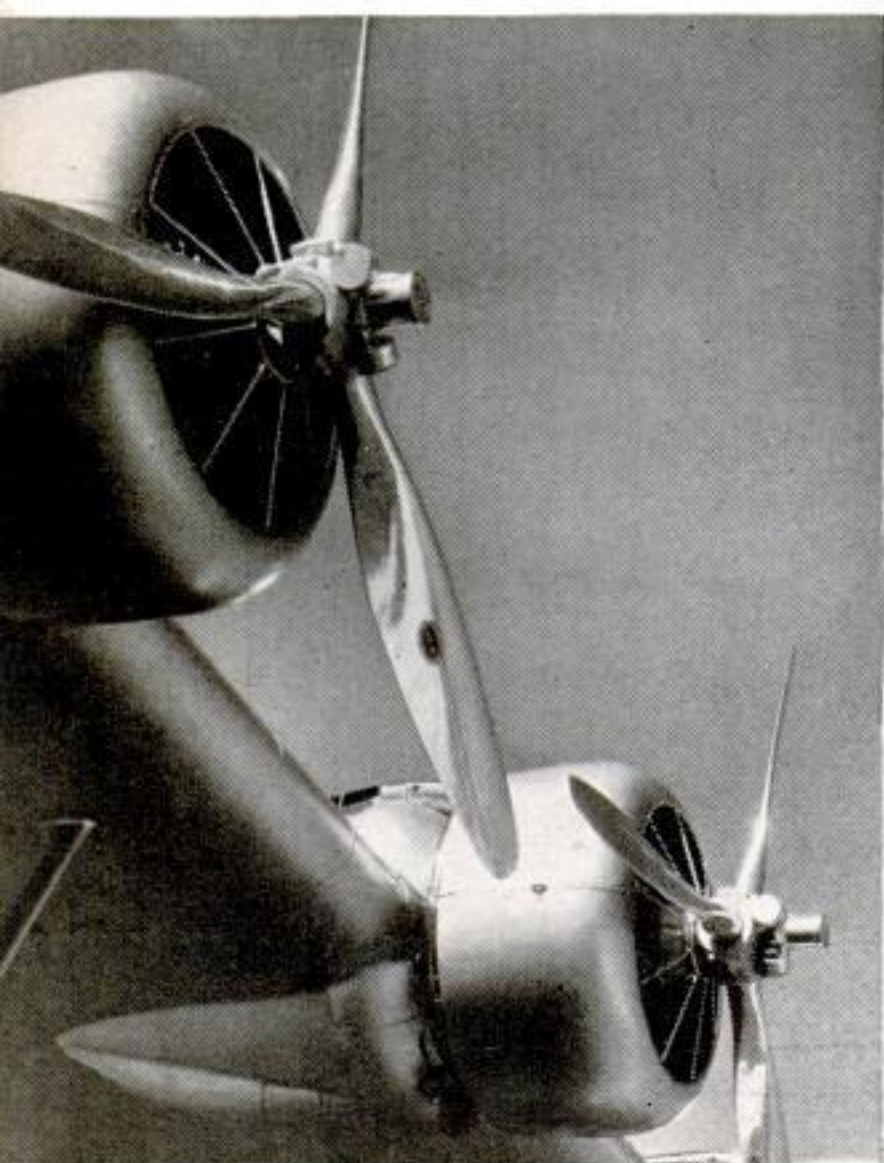
DuPont's nylon brought women hosiery with fewer runs, was made of air, water and coal.



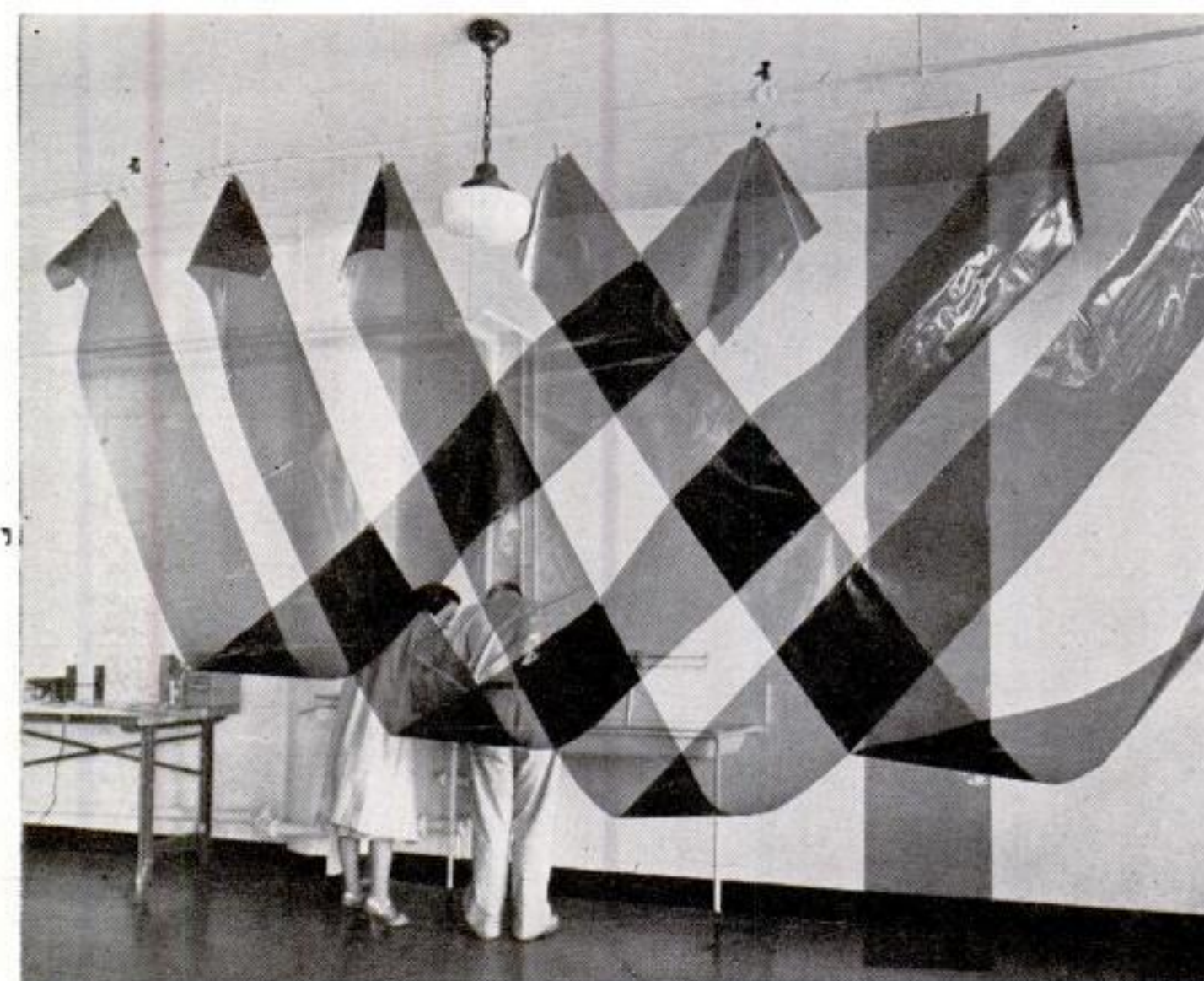
Hydroponics gave the country a new word and a new science, growing everything from potatoes to begonias without soil in shallow tanks filled with nutrient chemical solutions.



The 200-in. telescope still abuilding at Mt. Palomar will open up new regions of the universe to man's eye.



Variable-pitch propellers gave added safety and efficiency to transport and war planes.



Polaroid, invented by young Edwin Land of Boston, brought polarized light out of the laboratory and into use with glareless lamps and glasses, and, perhaps, auto headlights.

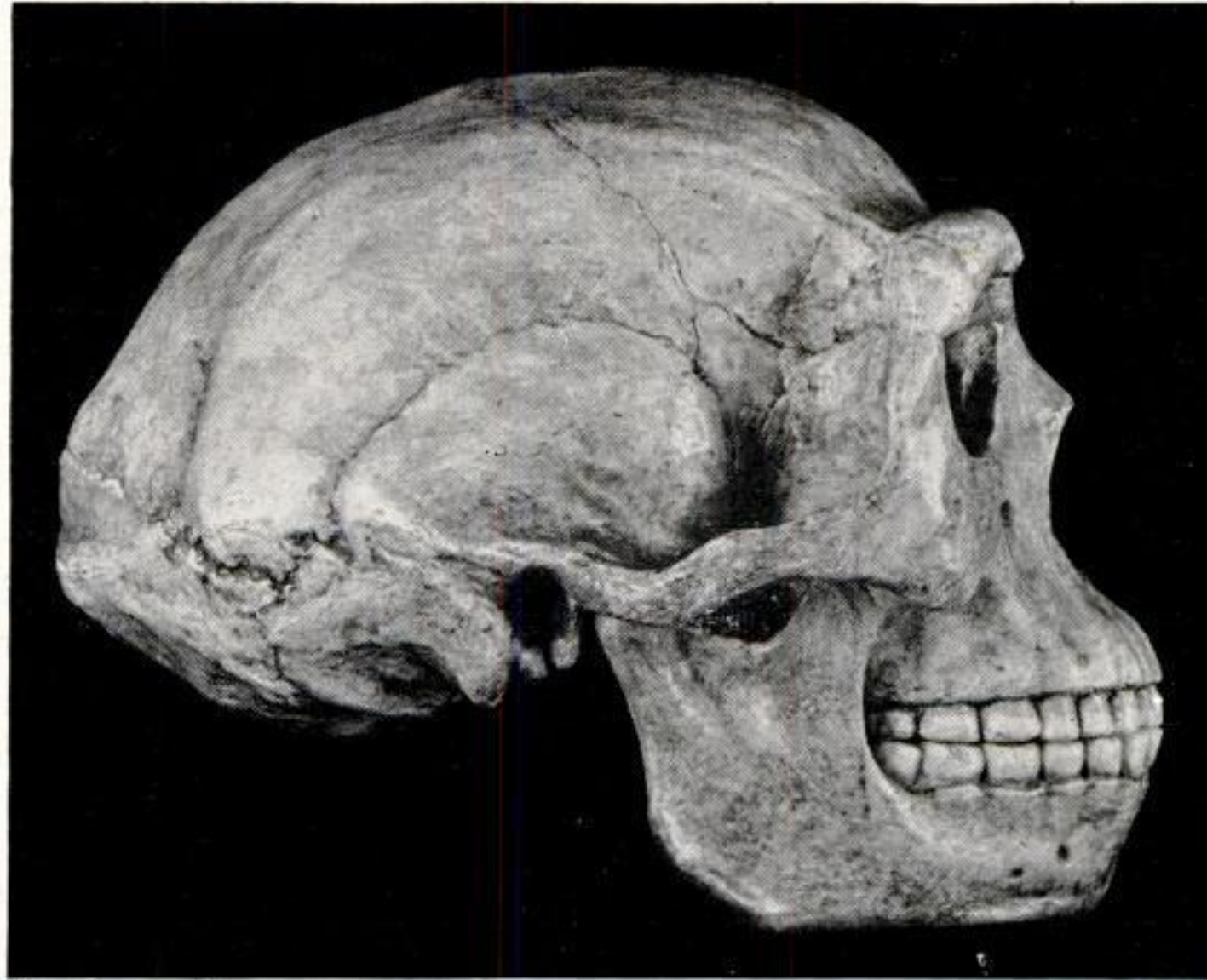


Sulfanilamide, pioneered in U. S. by Johns Hopkins' Perrin Long, heralded a new age of chemical healing.

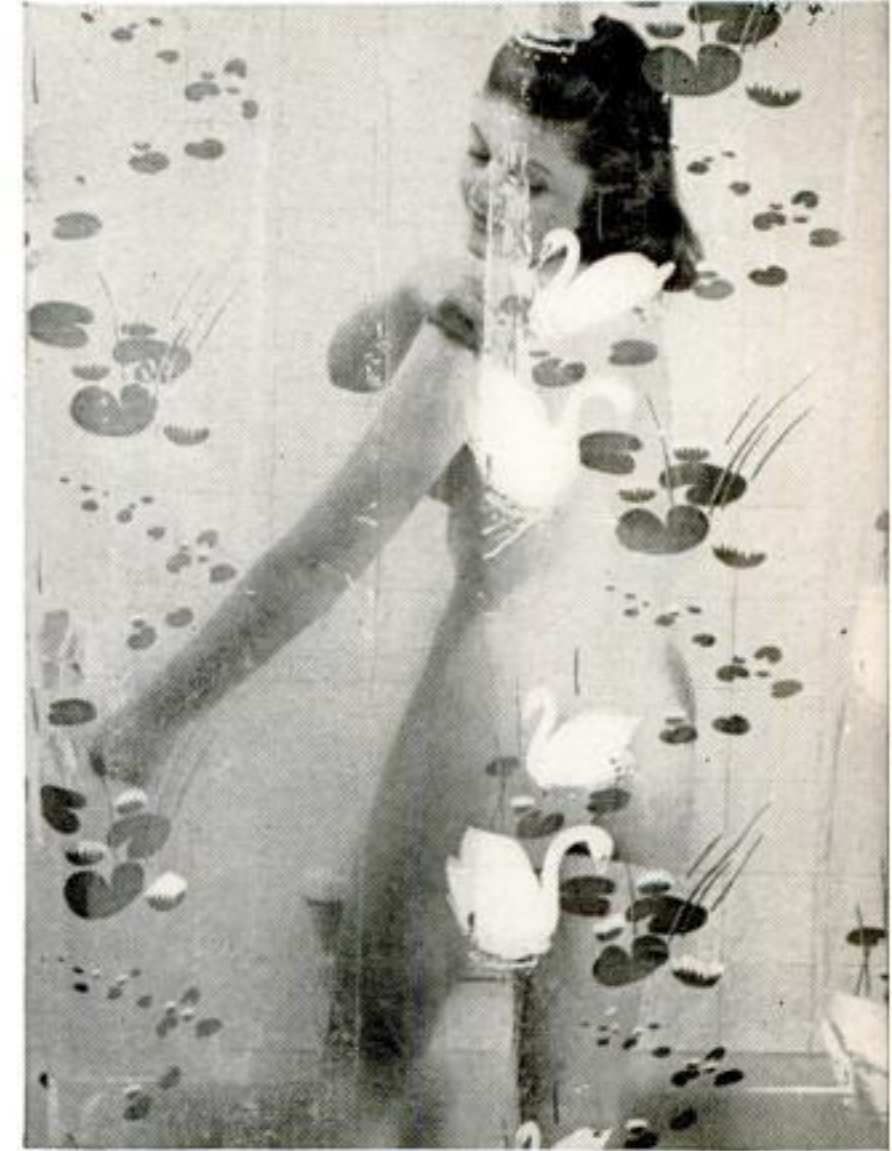
technologists opened new frontiers



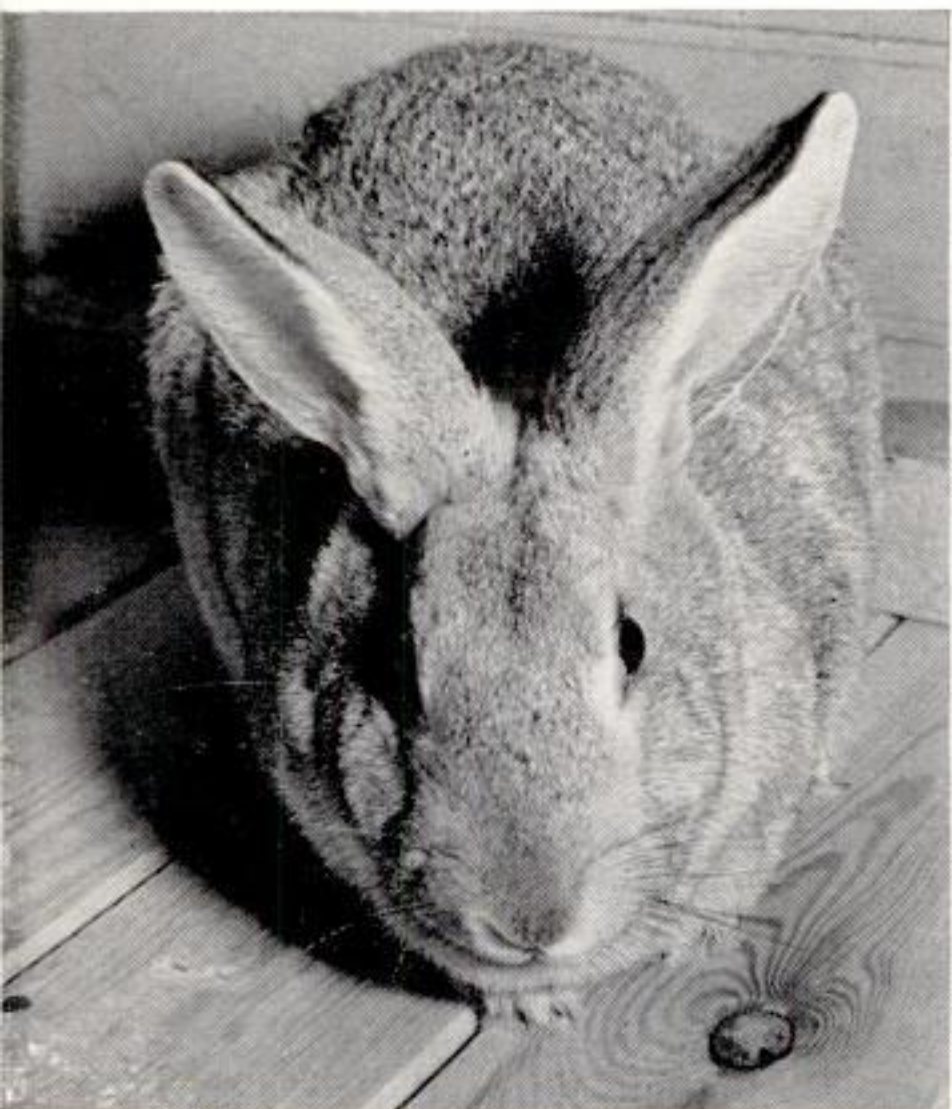
Facsimile printing by radio was perfected and the decade saw daily papers "published" in home receivers.



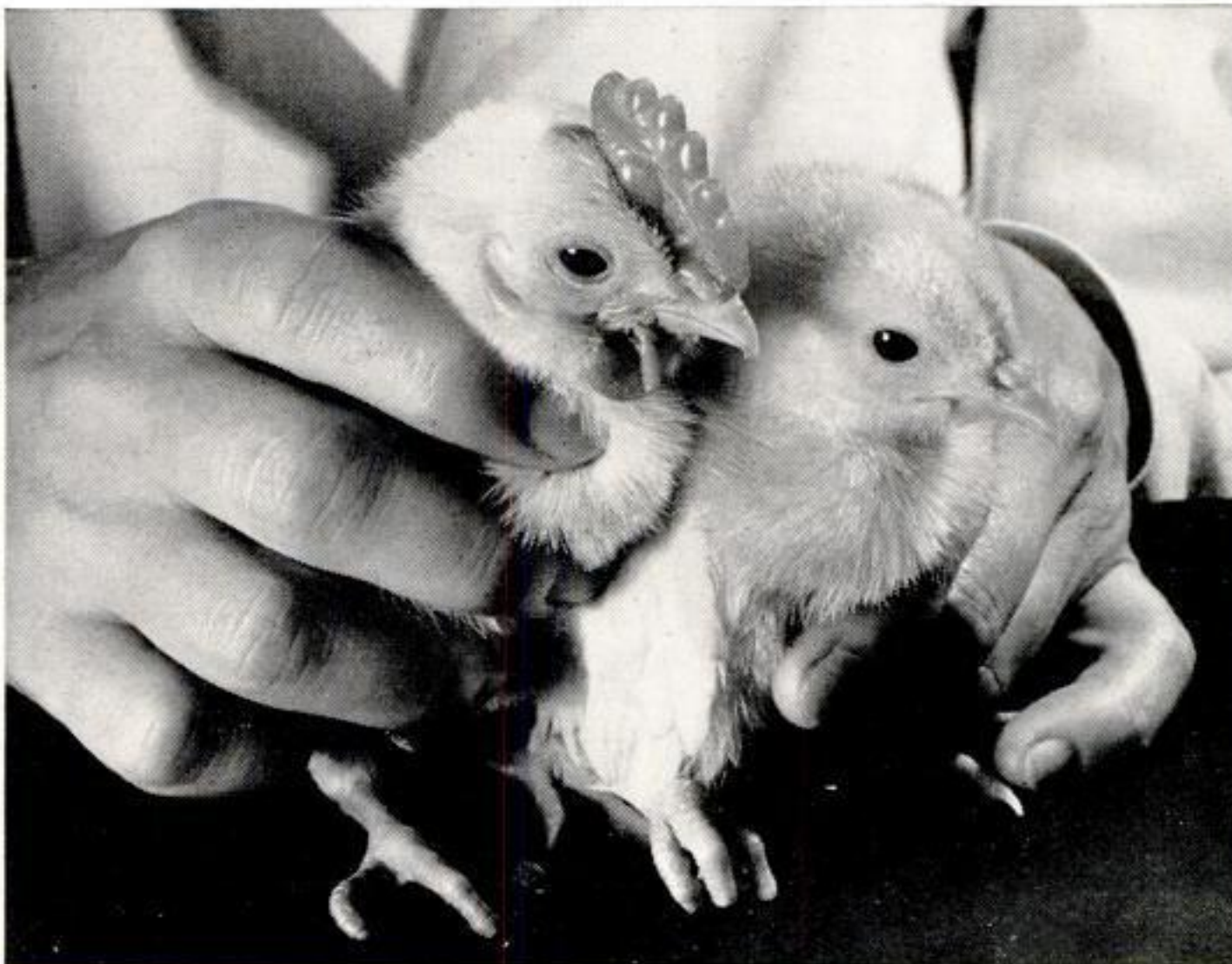
Sinanthropus II, the skull of a 500,000-year-old fossil man, discovered in China at the beginning of the decade, gave anthropologists valuable new clues to the origin of man.



Plioilm, a synthetic material from rubber, made moisture-proof transparent wrappings.



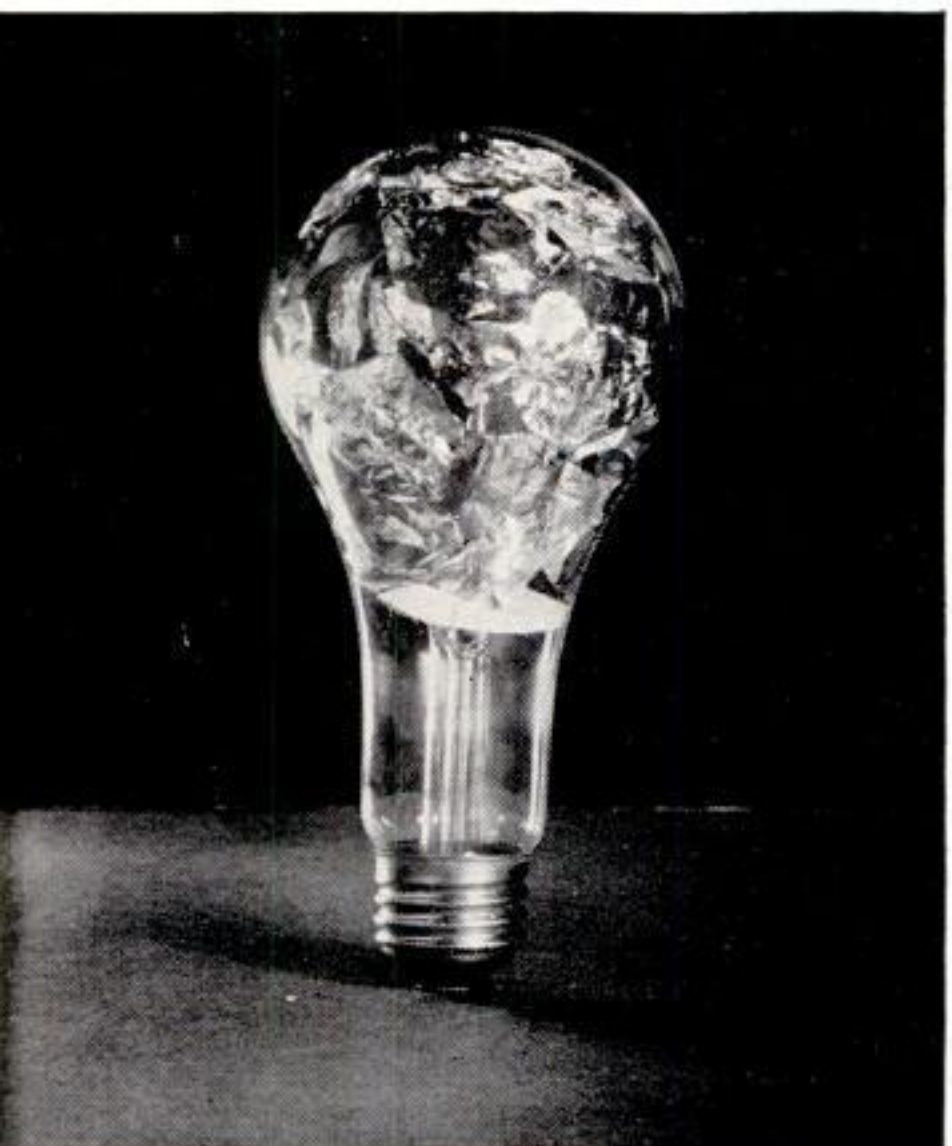
Fatherless bunnies were produced from rabbit eggs artificially fertilized by the use of heat or chemicals.



Testosterone, the male sex hormone, was one of the many discoveries in the growing field of endocrinology. Injected in chicks, it made them grow combs and crow like roosters.



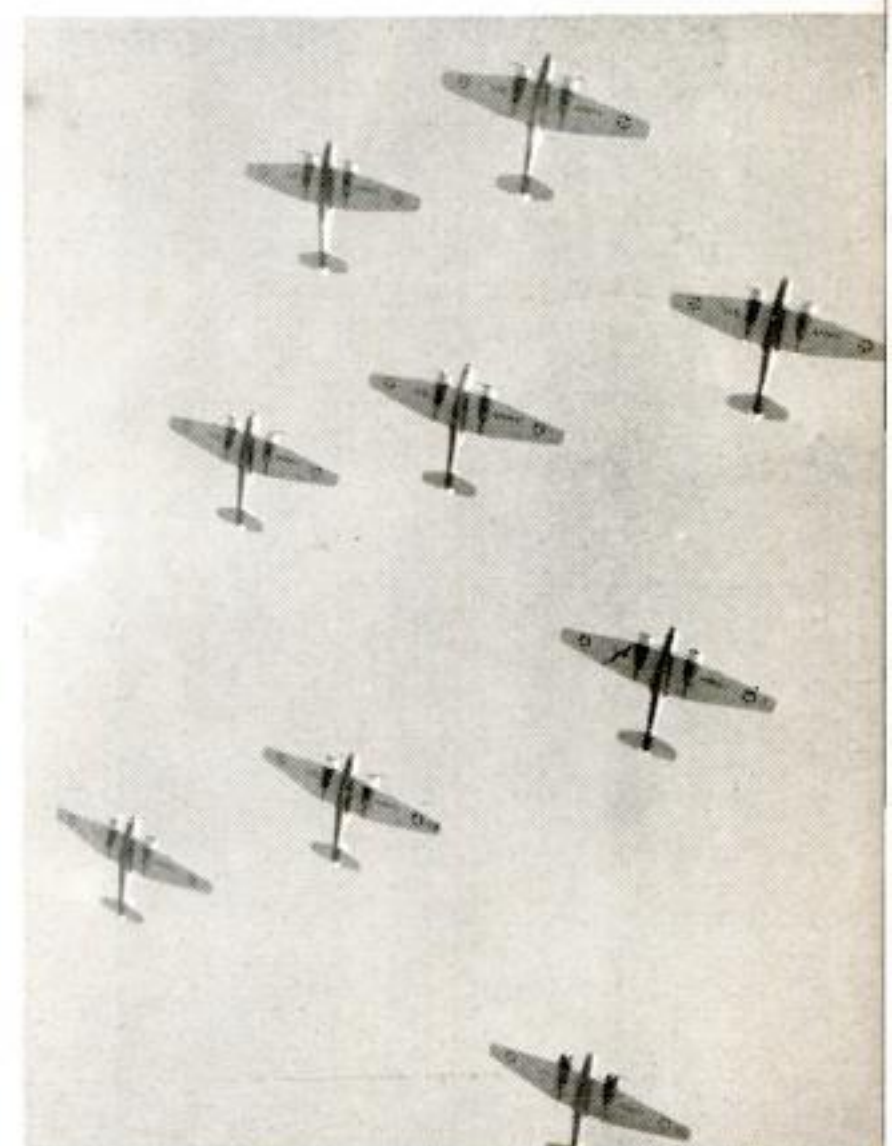
Artificial lightning was made in dozens of laboratories, became a routine tool of physicists.



Photoflash bulbs brought snapshot photography indoors, helped to create camera craze of the Thirties.



Television, perfected and put on the air commercially at beginning of the 1939 World's Fairs, promised same kind of revolution in the 1940's that radio caused in the 1920's.



Bombers to kill and destroy reached a high point of deadliness with Martin's big 123.



The Blue Eagle was hatched in 1933 as symbol of the National Recovery Administration. Employers who signed blanket code agreements got this card.



Ballyhooing boss of NRA was General Hugh S. ("Old Ironpants") Johnson, ex-cavalryman, shown with famed secretary, Frances ("Robbie") Robinson.



More than 250,000 New Yorkers marched up Fifth Ave. for NRA on Sept. 13, 1933, in greatest peacetime parade ever staged. It lasted nearly ten hours.



The grave of the Blue Eagle, killed by Nine Old Men, is in these Washington cabinets. The onetime NRA staff of 5,400 has shrunk to seven filing clerks.



THE U.S. SUPREME COURT BECAME A NATIONAL STORM-CENTER OF THE DECADE WHEN PRESIDENT ROOSEVELT OPPOSED IT. THESE ARE THE 1935 NINE OLD MEN



"COME ALONG. WE'RE GOING TO TRANS-LUX TO HISS ROOSEVELT"



THE WALKATHON SUCCEEDED THE MARATHON DANCE AS NO. 1 PUBLIC TORTURE SPECTACLE



THE SIT-DOWN BECAME A NATIONAL CRAZE. EVEN 5-&-10 GIRLS DID IT



RADIO MADE SONG HITS SHORT-LIVED, BUT EPIDEMIC WHILE THEY LASTED



THE BIG APPLE WAS THE JIT-TERBUG'S FAVORITE IN 1937

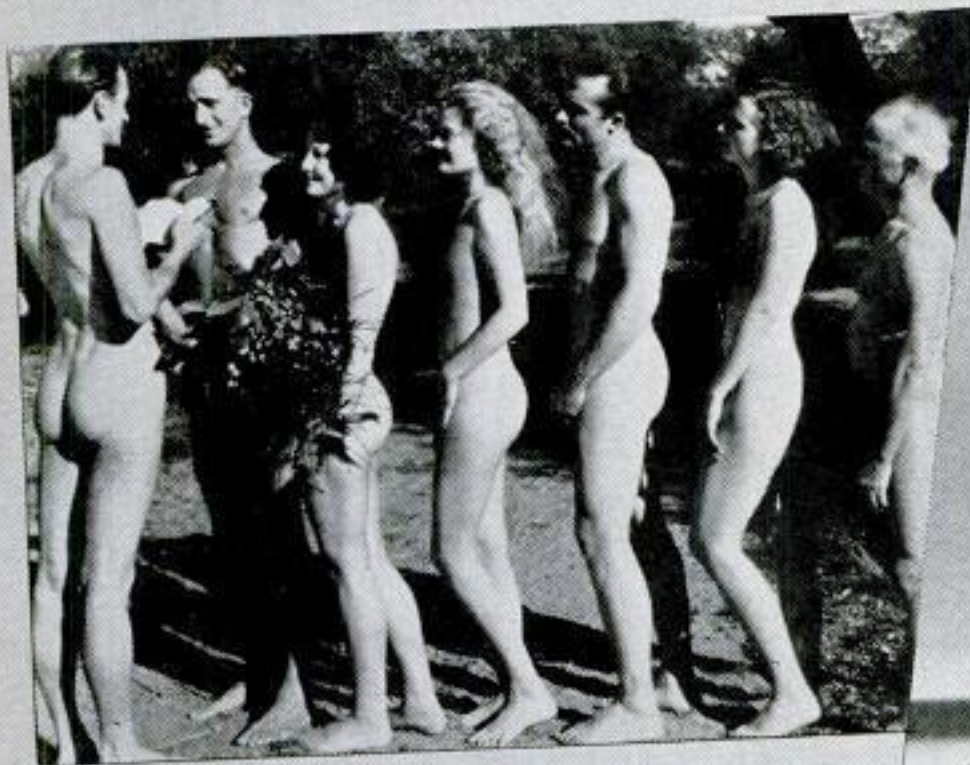


HOT-FOOT, AS PLAYED BY JACK DEMPSEY, CONSISTED OF LIGHTING MATCH IN VICTIM'S SHOE

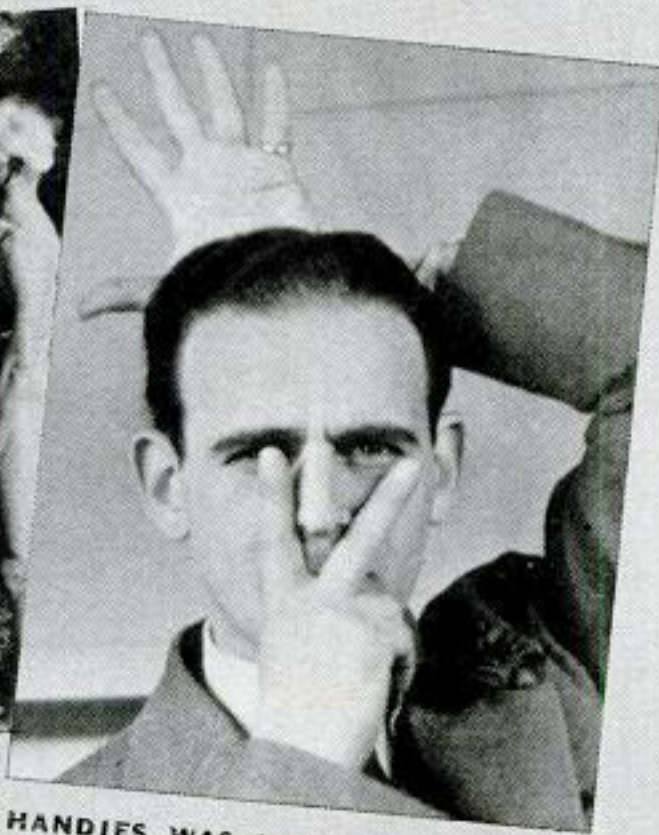
the nation went 'round and around



MINIATURE GOLF WAS THE ONE-SEASON CRAZE OF 1929-30. PROPRIETORS SPENT AN ESTIMATED \$125,000,000 BUILDING COURSES AND TOOK \$255,000,000 IN A YEAR



NUDISM WAS RAMPANT. THIS WEDDING TOOK PLACE AT AN ELSINORE, CALIF., COLONY IN 1933



HANDIES WAS 1936 FAD. SHOWN ABOVE IS "INDIAN RIDING IN A V-8"



COLLEGE YOUTHS TOOK TO SWALLOWING GOLDFISH, SNAKES, FISHWORMS IN 1939



GROWNUPS FELL FOR NOSTRUMS OF DR. TOWNSEND, THE REV. SMITH AND FATHER COUGHLIN

SMALL BOYS WERE CHIEF VICTIMS OF THE 1930 TREE-SITTING CRAZE



The site of Rockefeller Center in New York City looked like this in 1930 just before work was started on John D. Rockefeller's \$100,000,000 development.



A year later it looked like this. Torn down were 229 brownstone houses in the area from West 48th to 51st Streets between Fifth and Sixth Avenues.



25,000 people work in Rockefeller Center's 13 buildings. A 14th, to be finished this spring, will complete the decade's only big new skyscraper group.

America went in here in 1929 . . .



Oct. 24, 1929, was the date of the legendary scene depicted in this Cruikshankian picture, painted for LIFE's American history series by Edward Laning. Amid panic-stricken traders on the floor of the New York Stock Exchange, hit that morning by a tidal wave of nationwide securities selling, stands the stalwart figure of Richard Whitney, vice

president of the Exchange and a "Morgan broker." Here to represent a pool of bankers who have just pledged \$40,000,000 each to shore up the market, he is making himself a national hero by bidding 205 for 10,000 shares of U.S. Steel.

But the power of the bankers was broken. Five days later the market crashed into the utter collapse of Depres-

sion, sweeping away \$30,000,000,000 of U. S. values and most of Americans' confidence in Big Business and particularly Wall Street. Eight years later Richard Whitney, having fought bitterly against New Deal reforms as head of the Stock Exchange's Old Guard, was revealed as an embezzler of his clients' securities, sent to Sing Sing.

... and came out here in 1939



June 12, 1939, was the date and Hyde Park, N.Y., the place when the great-great-great-grandnephew of George III, after a triumphal tour of Washington and New York, seated himself under his own flag with his Queen, the President of the United States and the President's wife and mother for this historic picture. Though neither George VI

nor Franklin Roosevelt could know for sure, the era of the Thirties was almost over. Twelve weeks later a minor official of the British Foreign Office was to step around to the German Embassy in London, deliver a note which ended the era like a dropped curtain. The note said War. Throughout the latter half of the decade, Americans had

been steadily drawing away from isolationism and absorption in domestic problems under the influence of their President's and their own increasingly passionate concern with the depredations of Adolf Hitler. Now they began a sober searching for decision on what part they should take in attempting to bring order out of hastening world chaos.



BY APPOINTMENT TO
THE PRINCE OF WALES
1936



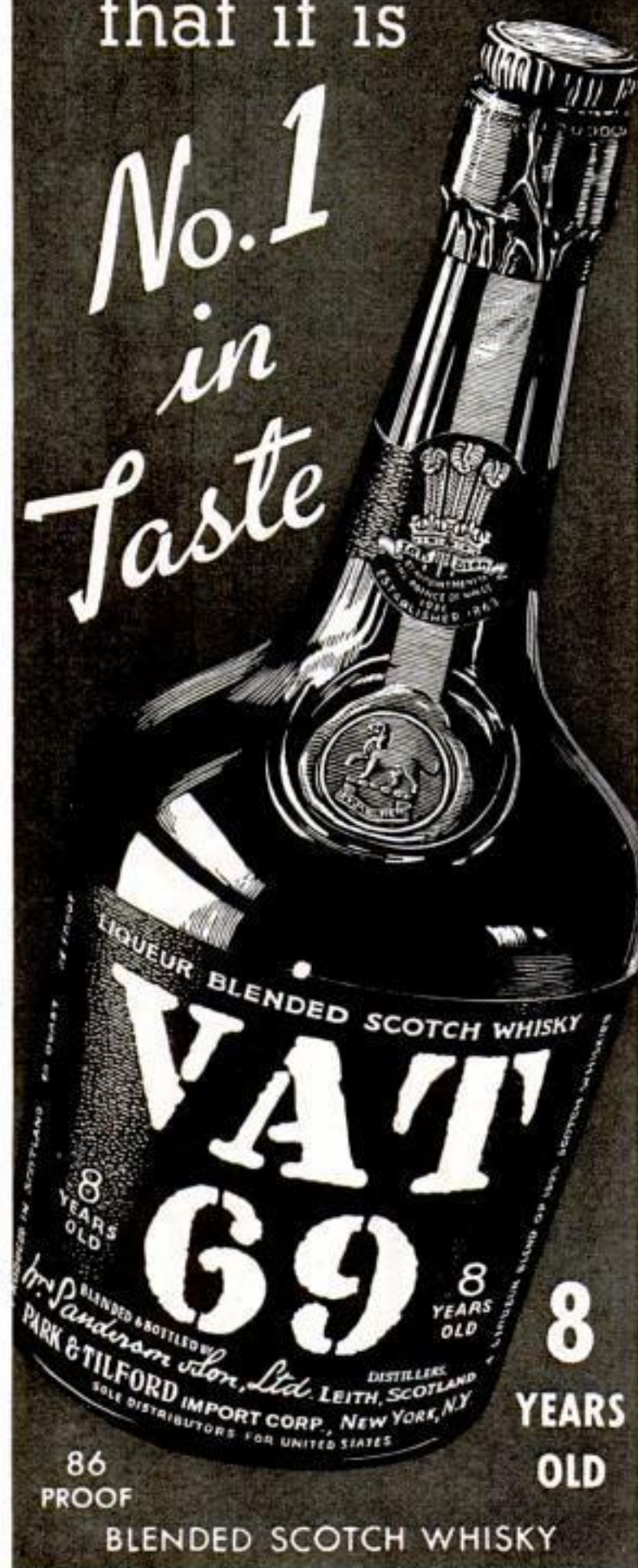
BY APPOINTMENT TO
H. M. KING OF SWEDEN

"Quality
Tells"



Compare
VAT 69 and
you will be
convinced
that it is

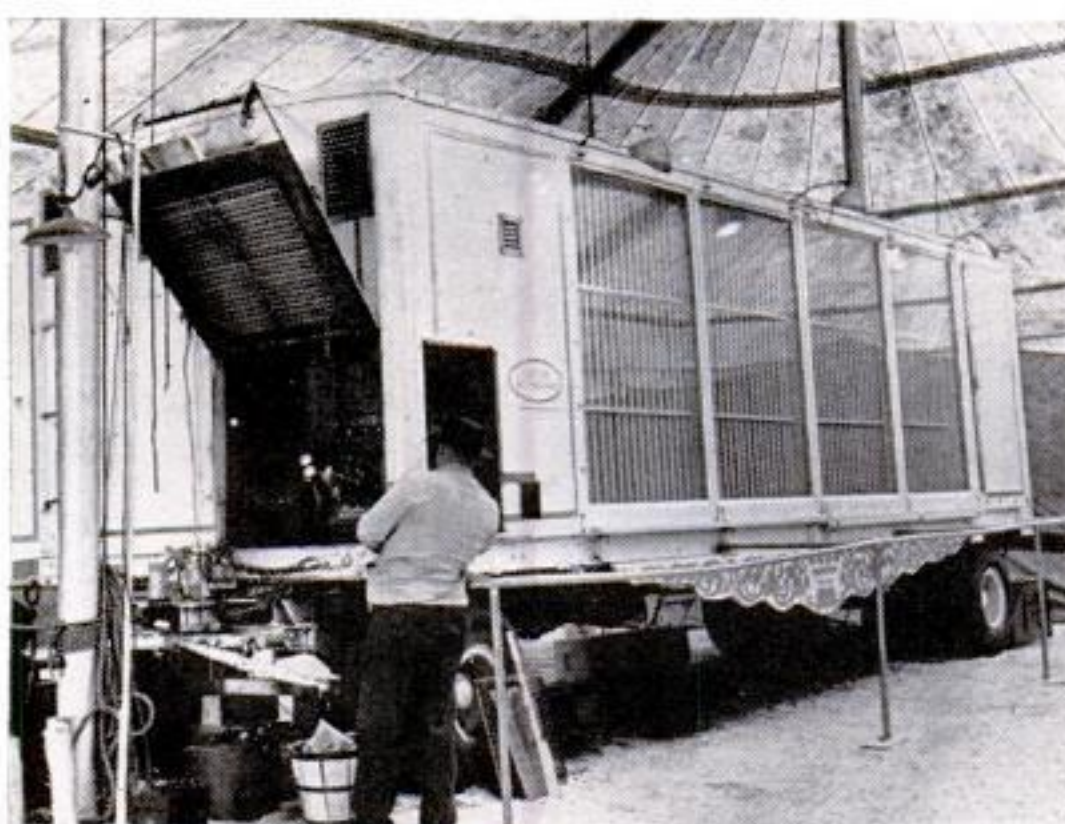
No. 1
in
Taste



86
PROOF

BLENDED SCOTCH WHISKY

PARK & TILFORD
IMPORT CORP., NEW YORK, N. Y.



Gargantua's quarters are divided into the air-conditioning machine room (left), glass-enclosed cage (center) and a smaller cage, which his keeper, Richard Kroener, enters through steel door (right) to feed him.

GARGANTUA (continued from p. 64)

Gorillas in captivity—of which there are all told about twelve—never become really tame, though some will submit to cautious fondling by their keepers. Gargantua is an exception. His mood is relentlessly and continuously savage. A single purpose occupies all his waking hours. That purpose is murder. When Gargantua stamps, pounds his chest and utters his deep chuckle of pleasure, it means that he has just devised a new trick for killing someone or that such a trick has nearly succeeded.

Gargantua's bad disposition has been a mixed blessing to the chief of Ringling's press department—Roland Butler, a leathery cynic whose enthusiasm for animals by now matches Noah's on the 40th day. Butler's job is to exaggerate the qualities of Ringling's other animals. In Gargantua's case it is actually impossible to exaggerate the beast's meanness, treachery and unmitigated ferocity. Indeed, by the unaccustomed device of merely telling the truth about him, Butler arouses more incredulity than he does when telling the most outrageous lies about Gargantua's circus associates. Butler himself, in fact, was hard to convince on the subject of Gargantua. As soon as Mr. North had installed the ape in Sarasota for the first time, he called on his press agent to talk about his prize.

Butler was apathetic. "All apes are lunkheads," he said.

Finally North dragged him over to the menagerie building. Gargantua was huddled in a far corner of his cage. Butler strolled up to it and looked disdainfully inside. The next instant Gargantua's fingers clenched an inch in front of Butler's throat. The publicist disappeared for three days.

He is just getting his growth

Ringling posters call Gargantua "THE LARGEST GORILLA EVER EXHIBITED—THE WORLD'S MOST TERRIFYING LIVING CREATURE!" Few people of the millions who have seen Gargantua dispute the claim, but actually Gargantua is certainly not the largest gorilla ever exhibited. Of the ten or twelve now in captivity, several are larger. They are also older. Gorillas have approximately the same life cycle as primitive man; they are adolescent at 12, senile at about 40. Gargantua is only about 10 years old but he is big for his age. His chest is already 6 ft. around; his neck and biceps are as sturdy as a fire plug. His fingers are like crowbars and he has a reach of 9 ft. In his whole huge body, only his ears and toes are human size. When he is mature, he may stand half a foot taller than his present 5 ft. 6 in., and weigh 150 lb. more than his present 500. What his strength will be then, no one can conjecture. Last summer he was given a rope anchored by 15 hefty men. He tugged them up to his cage with one hand.

Richard Kroener, superintendent of his five keepers,



His medicine shelf, which is larger than a human baby's, includes vitamin extracts, milk of magnesia, liver extract, bismuth. To keep him in check, Gargantua is fed no meat except liver three times a week.

has fed him for seven years, cleaned his cage and doctored him. If it were in Gargantua's nature to be friendly to anyone, he would be friendly to Kroener. Kroener let himself be coaxed into a game of tug-of-war, taking the corner of the gunny sack that Gargantua tossed between the bars and holding it until it was gently pulled away. They played again and again, with Gargantua as bland as a bishop. Suddenly Kroener noticed that Gargantua was holding back a little more of the sack each time and proffering a little less, luring him closer and closer to the cage.

Kroener stopped the game forthwith. Gargantua did not fly into a rage; he merely sat down, Kroener recalls, "vundering vat he done wrong, vere he giffs der scheme away."

Happy childhood in the jungle

Gargantua has been smart from infancy but he has not always been vicious. His chronic bad temper is the result of a mysterious change in character which occurred four years ago. Before that, he had the run of a house and yard. Before that, of a ship. Before that—

Gargantua's success story begins at Kribi in the Cameroons, under the shoulder of Africa. The log of the S. S. *Humbaw*, American-West African Line, shows that she touched there on Nov. 5, 1932. A missionary couple were waiting for Captain Arthur Phillips when he came ashore. They had something special to show him—a young gorilla, brought in by a native boy the week before.

Phillips had made a side line of gorillas and chimpanzees for many years, buying them in Africa, nursing them across the North Atlantic and selling the survivors in New York. This one was a mountain gorilla—the largest, strongest kind. It was healthy, weighed around 35 lb. and seemed about 2 years old. Phillips felt sure that the missionaries had bought it for no more than a few dollars and some tobacco, but he was confident that it would bring up to \$3,000 at home. The bargain was closed at \$400.

It is almost impossible to tell whether a baby gorilla is a male or a female. Phillips might have weasled with some epicene name as Esme or Sidney, but he chose Buddy on a hunch. If Buddy's endowment of viciousness had not been latent, no one could then have handled him. He was already strong enough to pick up a 60-lb. hatch board and toss it across the deck. At this time, however, Buddy behaved as docilely as an ordinary gorilla and his favorite sport was retrieving a rubber ball. When nobody would throw it for him, he would swarm up the jack staff or crawl into a fo'c'sle bunk for a nap or pester the quartermaster into letting him ride the wheel.

Circus spectators, when confronted by Gargantua, naturally suppose that his malevolent expression and malevolent disposition go together. This is an error. He acquired them separately. As an infant, he was as gentle looking as any other gorilla and he only became a pumpkin-head gorilla as the result of an accident.



Gargantua's food for one day consists of milk flavored with chocolate syrup, bread, eggs, liver extract, fruits and vegetables.



His keeper, Richard Kroener, who prepares all his meals, boasts "'Gargy' has the mentality of a child 5 years of age."

When the *Humbaw* docked in Boston, Phillips went ashore. Returning to his ship that evening, he stopped in to look at Buddy's new quarters—a box in the cross-bunker, out of the cold. The animal was crouched on the floor. Phillips noticed that his eyes were closed and his face was wet, and that there was a strange sour smell, but he could discover nothing wrong. Next morning, sailing for New York, he went to look again. Buddy was groping around the shelter deck, blind. His face and chest were burned raw. The captain then realized that someone—presumably a disgruntled sailor who had jumped ship the day before—had thrown acid at the ape and that Buddy was dazed with pain. Not knowing what acid had been thrown, Phillips was afraid to try a random antidote. All he could do was radio a Brooklyn animal collector, who had bought apes from him before, and ask to be met at the dock that night with a nurse.

The nurse immediately poured olive oil over the burns, but so much time had elapsed that Phillips doubted whether it would help. He hated to see Buddy suffer, yet he did not want to destroy a valuable animal if there was a chance of its living. Nor did he want to pay the heavy duty on one that might soon die. He telephoned Washington for a special appraisal. Washington was sympathetic; it set the minimum value of \$50, which represented a duty of \$7.50.

When he got back to the ship, Phillips found even better news. The steward reported that the ape could see. Phillips shot a flashlight into his eyes. Buddy blinked and the collector agreed to gamble on him. Instead of the \$3,000 that Phillips had expected for Buddy alone, he sold Buddy, another gorilla and six chimpanzees for \$2,500.

Buddy's new owner was Mrs. Gertrude Lintz, who had made a career of pet fancying. Her Hercuven Kennels of St. Bernards have won best-of-breed at Westminster shows many times. The man who showed the Lintz dogs was Kroener, a young German. Kroener had such a way with animals that she engaged him to work for her exclusively. Kroener and Buddy became pals immediately.

Mrs. Lintz made Buddy wear mittens as a protection against himself, but he managed to pluck open his sores again and again. It was six months before they healed completely.

His injuries make his fortune

The marks Buddy received from the acid-throwing incident are responsible for his nasty looks. Most young gorillas have loose crepey skin around their eyes which merely serves to make them seem prematurely old. The scar tissue around Buddy's eyes, however, gave him a challenging scowl and drew the left side of his upper lip into a permanent sneer. Strangely enough, the incident had no apparent effect on his psyche. Instead of being angry with all humans, Buddy was grateful to Mrs. Lintz and Kroener. He remained playful and pleasure-loving, and it was not until two years later that he acquired a disposition appropriate to his exterior.

Convalescence over, Buddy's training began. At schooltime each morning, Mrs. Lintz hustled him into overalls to keep him alert and give him self-respect. The first lesson was in walking erect. Buddy soon learned to lurch around, swinging on Mrs. Lintz's arm, but he refused to walk alone. One day, she filled his hands with peanuts, put a banana under each armpit, then crossed the room and called him. If he had put his palms down, Buddy would have lost the peanuts; if he had removed his elbows from his sides, he would have lost the bananas. He naturally did neither. Thereafter, he always walked erect when dressed. Eventually, Buddy became so proud of his accomplishment that Mrs. Lintz had special shoes made for him

"I lost my ugly bulges in two minutes"



(Above) Ugly bulges and a general sagging of the figure resulted from wearing corsets incorrect for her figure.

(At left) The same woman in her Spencer. Every bulge is gone, figure lines are lifted and slenderized—posture improved.

HOW TO LOSE YOUR BULGES

Are your hips a problem? Are you troubled with a bulging abdomen or a "spare-tire" of flesh around the waist line? Follow the example of the woman in these photographs and find out what a Spencer can do for you.

Your Spencer corset and brassiere will effectively correct any figure fault because every line is designed, every section cut and made to solve your figure problem and yours only. Spencers are light and flexible yet every Spencer is *guaranteed* to keep its lovely lines as long as it is worn! No other corset to our knowledge, carries this guarantee. Prices are moderate—depending on materials. Stop experimenting with corsets that lose their shape after a few weeks' wear!

Have a figure analysis—free

At any convenient time, a Spencer Corsetiere, trained in the Spencer designer's method of figure analysis, will call at your home. A most interesting study of your figure will cost you nothing.

See your future beauty lines in fascinating free booklet

Send us the coupon below, or look in your telephone book under "Spencer Corsetiere" and call your nearest corsetiere, for interesting illustrated booklet, "Your Figure Problem." This will not obligate you in any way.

Copyright 1940, Spencer Corset Co., Inc.

Write Anne Spencer

Anne Spencer,
Spencer Corset Co., Inc.,
133 Derby Avenue,
New Haven, Connecticut

Feb. 26, 1940

Please send me your helpful booklet. I have checked my figure fault at right.



Do You Want to Make Money?

Ambitious women may find business openings as corsetieres in every state. We train you. If interested, check here. ☐

Name _____
Address _____

Also made in Canada and England at Rock Island, Quebec, and 33 Old Bond, London, W. I.

SPENCER INDIVIDUALLY DESIGNED CORSETS

CONTINUED ON NEXT PAGE



RESEARCH has proved that *most dogs'* diets are short of the vitamins needed for health and resistance to disease!

You can assure your dog the protection of vitamin balance, if you add "Vitapets"—Sergeant's Vitamin Capsules—to his daily diet. Specially prepared for dogs, they contain vitamins A, B₁, D and G (and nicotinic acid to prevent and cure Black Tongue).

Regular use of "VITAPETS" will protect your pet from deficiency diseases, and promote normal appetite and health. For about 2 cents a day! At drug and pet stores. Ask for the free Sergeant's DOG BOOK too. (Or mail this coupon.)

Sergeant's VITAMIN CAPSULES

— (VITAPETS) —
 Polk Miller Products Corp.
 Dept. 3-B, Richmond, Va.
 Please send a free Sergeant's DOG BOOK to:
 Name _____
 Address _____
 City _____ State _____



**BONDED
CARBONATION
GIVES IT
oomph!**

**CLICQUOT CLUB
SPARKLING WATER (SODA)**

IN FULL, 32-OUNCE QUARTS AND
SMALLER SIZES



This poster, which shows Gargantua holding aloft an African native, helps to sell him to the public. \$50,000 is spent annually in Gargantua posters.



Gargantua's hand is more than twice the size of a man's. His arms stretch a distance of 9 ft. He weighs about 500 lb.

GARGANTUA (continued)

—sneakers, with a tap-dancer's plates on toes and heels, so that he could hear himself clatter along.

By the year's end, he understood such simple commands as "Put on your clothes," "Get your Kiddie-Kar," "Bring me a banana." Mrs. Lintz quenched his flares of disobedience by pointing to a grotesque Chinese mask and warning him, "Look out! It's the bogeyman!" Later she found she could get the same effect by whipping a doll's head from her pocket. The sight of it terrified him. Someone told her that it probably aroused his dormant memory of a fearsome African bat that had a red and white face.

In 1934, when he was 4 years old, Mrs. Lintz exhibited Buddy, another gorilla and some chimpanzees at the Chicago Century of Progress. Two years later she took them down to Miami for the winter and there Buddy had his second encounter with brutality. A Negro boy whom Mrs. Lintz fired for laziness crept back the next night and gave Buddy a drink of half sugar syrup, half Lysol. In the five weeks before his stomach healed enough to permit him a full meal again, he lost 80 lb. This had as little effect on Buddy's disposition as his earlier experience of man's inhumanity to ape. The following summer he was exhibited on the Steel Pier at Atlantic City. Now 7 years old, he was in the middle of shedding his milk teeth. Mrs. Lintz helped him with them by letting him bite down on a strip of burlap, then jerking it away. Buddy's teeth engrossed him. He kept each one, scrutinizing it by day and hiding it at night.

As he grew older, Buddy grew stronger. As he grew stronger, his playful gestures became dangerous and he had to be confined. In confinement, Buddy's malevolence ripened and, within two years, he had graduated from the Lintz backyard to the Greatest Show on Earth.

He acquires a perpetual rage

The first indication that Buddy was too unsophisticated about his own strength to be a fit companion for humans came when he tried to fondle a kitten that strayed within reach of his cage. He patted the kitten gently once, squashing it completely, and Mrs. Lintz later found him mourning over it like Lennie in *Of Mice and Men*. In the next few months, Buddy spent most of his time behind the bars. He responded with sullenness and bursts of rage that grew more frequent and more protracted as time went on. Finally, after a spasm of steady fury which lasted a full month, Buddy had a few days of his old good humor and then relapsed into a marathon rage which has lasted ever since.

The actual incident that caused Mrs. Lintz to widen Buddy's horizons by turning him over to the circus occurred one night during a thunderstorm. Awakened in her lightless room, she heard, between thunder

claps, the sound of her door being opened and the soft rasp of bare feet. The footsteps approached the bed. Harsh fingers groped along her shoulder.

"Buddy," she whispered, "Buddy, let's go get a banana."

She slipped out of bed and took his hand. The gorilla gibbered and pranced at every flash of lightning, but she led him downstairs—talking all the while—and into the dining room, where she found a bowl of fruit. A banana baited him back into his cage, on which someone had forgotten to close the padlock.

He goes to work for the Ringlings

Next morning Mrs. Lintz told Kroener that she could not run another such risk. Kroener wrote to Sarasota and John Ringling North replied by telegram that he and his brother Henry, vice president of the circus, were leaving immediately. Old John Ringling had always longed for a big gorilla. His nephews began to bargain on the spot. Mrs. Lintz asked \$25,000. The final price, \$10,000, included Buddy, two chimpanzees and Kroener's contract.

John Ringling North's first act was to telephone Professor R. M. Yerkes of Yale, co-author, with his wife, of *The Great Apes*, and ask him to inspect the animal. Yerkes reported that he was in perfect condition. Next, North wanted a more impressive name. Mrs. Lintz sometimes varied "Buddy" with "Buddha" but North wanted a sonorous mouth-filler. While the public library struggled to compound African words into "King of the Jungle" and "God of the Mountains," Henry North, remembering Rabelais' giant, thought up "Gargantua" himself.

Gargantua's career with Ringling Brothers and Barnum & Bailey tends to substantiate the Disraelian theory that the secret of success is constancy to purpose. From the moment of his first attempt to assassinate Butler, he has never relaxed his efforts to kill any or all of his business associates. He has not succeeded but he has come extremely close.

The bars of Gargantua's first cage were eight inches apart—wide enough to permit him to stick his arm out up to the elbow. Alarmed by the narrowness of Butler's escape, North warned everyone to stay well away, but it is part of a circus workingman's credo to treat all captive animals with careless contempt. A "bull punk"—an elephant herder—was the first to step inside the deadline. Gargantua flicked out his hand, hooked a finger under the man's necktie and jerked him against the bars. The shock broke the tie and the man fell to the ground, unconscious but safely out of reach. Gargantua threw the tie after him. The knot was as hard as a pebble.

John North himself was the next to be caught, in the act of demonstrating how it had happened to the herder. Gargantua bit his right wrist to the bone. North is a showman in the heroic tradition. On his way to get a shot of anti-tetanus, he stopped at



When enraged, Gargantua grimaces, raises his arms, then wildly beats his chest.



He scratches his nose and sits sulking on his haunches, hatching new plots.

Butler's office to shout, "If I don't die, it's marvelous publicity."

His third victim was Kroener, who left Mrs. Lintz's employ in order to stay with his old friend. It was a warm day and Kroener was using a long hooked pole to open a skylight over the cage. The skylight stuck. To get a better purchase, he took one step backward. Gargantua, in wait for such an error, nipped him up by his sweater, pulled his left arm through the bars and sank his teeth into it. Kroener stabbed blindly behind him with the pole, screaming, until he managed to hit the gorilla's face. But before he was dropped, his arm had been so savagely mangled that it has been crippled ever since.

Gargantua's favorite playthings at that time were some big tin cans. It took him only a few hours to learn that, by flattening them enough to slip between the bars, he could extend the radius of his onslaughts. One of LIFE's photographers was the first fruit of this discovery. Gargantua waited until he was occupied with his camera, then laid him out with a smoke ball. The photographer was able to complete his assignment only by dressing in a football uniform, complete with helmet and noseguard.

It was obvious to the Norths that the public could not be exposed to these bombardments. Gargantua clinched the case for new quarters by catching a severe cold. The upshot was his present vehicle, custom-built by Carrier Corporation and equipped with air-conditioning machinery that maintains a constant temperature of 76° and relative humidity of 50%. Ceiling and two end compartments are 3/8-in. steel plate.

Gargantua's room is 20 ft. long, 7 ft. wide, 7 ft. high. Its side-walls are half-inch-thick panes of plate glass, set double with an air-space between. Lining the panes and shutting off the pen are steel bars. Over-all the vehicle is so big that, when Gargantua was leased to the Bertram Mills Circus for exhibition in London last winter, his passage had to be shifted from the *Queen Mary* to a Dutch freighter; the *Queen Mary's* hatches weren't wide enough.

Despite his almost constant traveling during the season, Gargantua never varies his daily routine. It begins at 8 in the morning, with a breakfast of three fresh eggs, a tablespoon of liver extract and a little chocolate syrup mixed into three pints of the best milk. After breakfast, he sponges his face, hands and armpits and mops the floor. Scrupulously neat, he doesn't discard the wrapper from a candy bar or stick of gum but crumples it into the smallest possible pill and hides it.

The rest of his morning is devoted to exercise and plot-boiling. He prowls around his cage, then sits and ponders, then prowls again. At noon, he gets a vegetable luncheon: two bunches of celery, a few sweet potatoes, carrots, onions and beets. After luncheon, he naps—flat on back, feet in air—until Kroener brings him a basket of assorted fruit and wakes him for the matinee crowd. His last meal comes at 10 p. m.; it is the same as his breakfast. By 11:30 he is asleep.

Gargantua's morning scrub is the single vestige of his early training, which he discarded when his disposition changed and he discovered his true métier. He has not even walked erect since he removed his overalls for the last time four years ago. Kroener has tried to teach him elementary tricks but Gargantua makes no attempt to learn them. He realizes, Kroener says, that he cannot be disciplined. No one dares approach close enough to punish him, and he is too valuable to be starved into obedience. He responds to only one threat: when Kroener wishes to clean the center section of the cage, he frightens Gargantua into the end pen by thrusting a king snake toward him. A snake is the only animal he fears. When the elephants parade past him, he redoubles his efforts to uproot the bars and get at them.

EVER SEE AN ACTRESS

UP CLOSE

with her make-up on? Margaret Young gets a tip on cleansing from Natalie Lambert, one of the Gae Foster Girls at the Roxy, New York.



(Scene in Dressing Room of Roxy Theatre)

"Won't all that make-up ruin your gorgeous skin?" I asked Natalie Lambert, one of the snappiest lookers in the Gae Foster Girls. "Me—I worry about getting off ordinary cosmetics." "Then you should have made a visit backstage sooner," said Natalie. "Let me introduce Albolene Cleansing Cream. It's a special cream for professional use—but why keep a good thing to yourself, I always say. I've started lots of girls using Albolene and they've all thanked me."



I'm bright enough to know a real inside secret when I hear one, so I bought the professional pound tin of Albolene right off. What a mountain of cleansing cream for a dollar—yet so pure it's used in hospitals! And a soft, fine cream that goes on like silk. When I saw how Albolene takes off the dirt, I got up nerve enough to look in my "tell all" magnifying mirror. Pretty smooth!



Was I upset when the spotlight caught Randy and me in that moonlight number at the club Saturday night. "I never knew you were so sentimental," I said. "Neither did I," said he. "And neither did I know a complexion could be as soft and sweet as yours." Funny, isn't it, that a girl can improve her Romance Appeal by being more practical about her beauty? I owe a lot to Albolene.

Professional Lb. Tin \$1

TRY THIS
"PROFESSIONAL"
Cleansing Cream—
ALBOLENE!



Dressing Table Jar 50¢

Think first of cleansing power when you select a cleansing cream. Get Albolene—a "professional" cream, first made for hospital and stage use. It's pure and bland enough for babies—yet so efficient that it is widely used by actresses for removing clinging stage make-up. Albolene is amazingly economical to use. Profit from professional experience. Use Albolene Cleansing Cream! McKesson & Robbins, Inc., Fairfield, Conn.

MODERN LIVING



"Car-hops" is what Houston calls the comely, uniformed lassies who wait on the "drive-in" trade at Sivils'. The picture above shows one of the shifts at a meet-

HOUSTON'S DRIVE-IN TRADE GETS GIRL SHOW WITH ITS HAMBURGERS

That a dimpled knee, a shapely thigh, a fresh young mouth smiling prettily has a stimulating effect on the male appetite is a truism which has been practiced ever since eating in public became an accepted social custom. For centuries, kings and princes and men-in-the-money have mixed their gustatory pleasures with the visual delights of comely young ladies. It remained for Houston, Tex., however, to transform this rich man's prerogative into the inalienable right of anyone with the price of a hamburger.

About a year ago, energetic, 21-year-old Mrs. J. D. Sivils induced her husband to abandon his restaurant in downtown Houston to open, on a three-acre tract on the prairie, an eating-place for the drive-in trade. Opening day, customers were amazed to find in attendance five curly-haired cuties who looked and acted like a musical-comedy quintet. News of "car-hops" in abbreviated uniforms spread fast. The five were increased to 25 by end of week, 50 after a month, and now it takes almost 100 car-hops to provide adequate service at Sivils' (see front cover).

This troupe of engaging young women, coveted by scores of imitative drive-in places, is a tribute to Mrs. Sivils' showmanship. She selects the girls, designs the costumes, makes the rules. Applicants must be between 18 and 25, have good figures, a high-school education, health cards and "come-hither" personalities. They must smile, stand erect, memorize the menu, endeavor to sell large orders of food. They work in 7½-hour shifts, six days a week, for which they get no pay but average \$5 a day in tips. Rules forbid them to touch a customer or his car, or to leave the lot while on duty. They may stand and "visit" with a favorite caller for ten minutes, but then must get back on the job.

Loud-speakers connected with a nickel record-playing machine flood Sivils' three acres with the latest hot music, inspire the girls to patrol the lot with military rhythm. Last week, the most popular record with the car-hops was *The Man Who Comes Around*.

TIGHT SHOES OFTEN BRING PAINFUL BLISTERS. WHEN THEY DO AND THE BLISTERS NEED BANDAGING...



USE A READY-MADE BAND-AID... AFTER TREATING INJURY... INSTEAD OF FUSSING AROUND WITH AWKWARD, HOME-MADE BANDAGES.

BAND-AID IS NEAT AND CONVENIENT. JUST STICK ONE ON... AND IT STAYS... EVEN ON HARD-TO-BANDAGE PLACES. BUY A BOX TODAY AND HAVE IT READY. 19¢ FOR 36 ASSORTED SIZES.



Johnson & Johnson
BAND-AID
Reg. U. S. Pat. Off.
ADHESIVE BANDAGES



The smartest of console pianos
LESTER



Betsy Ross
SPINETS

Twelve
LOVELY
STYLES

**Fully Guaranteed
for 10 Years**

The style, tone and touch found in Lester Betsy Ross Spinets are unduplicated in other instruments of this size. The full tone of the Lester is achieved through the exclusive 'grand type' overstrung scale. Twelve lovely styles give you a choice of design exactly appropriate to your home furnishings. Look at, listen to Lester!

Betsy Ross Spinets, \$245 to \$450
Lester Grand Pianos, \$430 to \$1820

LESTER STYLE
LESTER TONE
LESTER TOUCH



America's Outstanding Piano Values for Over Half a Century



Send 10c (stamps or coin) for Illustrated Booklet — "Harmony In The Home" — shows how to redecorate your home with a piano; how to choose a piano, etc.

WRITE your name and address plainly on this margin, cut out, and mail with 10c (stamps or coin) to Lester Piano Manufacturing Co., Inc., Philadelphia, Pa.



ing, held weekly, to brush up on the rules. Rosalie Camper is demonstrating how to carry a tray. Tray should be balanced on one hand, should be carried at ear level.



Change must be placed on tray, not in the customer's hand. A nice smile usually increases size of tips. Guests are urged to "come back and see us and ask for me."

CONTINUED ON NEXT PAGE

Be one of the Crowd —and be Moderate, too!

Luncheon



Half the day yet to go—go light. Try a delicious Count Rossi cocktail—straight Vermouth, two ice cubes, slice of orange, twist of lemon peel.



Cocktails



Time for relaxation—and a Vermouth Old-Fashioned (moderation you know). Instead of whiskey in a regular Old-Fashioned recipe, use Martini & Rossi Vermouth. No sugar. It's something special!

After Dinner



How about an Americano? To half a small highball glass of Martini & Rossi Italian Vermouth, add a dash of bitters, slice lemon peel, seltzer and ice. Tastes grand! Moderate, too!



Late Evening



If you want to go light, sip Vermouth and Soda. Two jiggers of Vermouth—ice and seltzer to taste. It's gay and full flavored... cool and moderation itself. Try one!

THIS SPICED WINE of the Roman Emperors is moderation itself. You can drink it at any time. And whether you take it straight or in highballs or cocktails, you enjoy a delicious treat.

Be sure to ask for Martini & Rossi Vermouth—to show your good taste and insure real enjoyment. Martini & Rossi Vermouth is the standard all over the world.

HOW TO ENJOY VERMOUTH

- 1 The colder it is, the better Vermouth tastes.
- 2 Keep your Vermouth in the refrigerator.
- 3 All Vermouth drinks should be served iced.
- 4 For greater enjoyment, always specify Martini & Rossi Vermouth—standard the world over.

America's Favorite Vermouth



Exquisite Vermouth Glass—designed by Count Theo Rossi. 6 for \$1.25; 12 for \$2—postpaid. W. A. Taylor, Dept. L, 15 Laight St., N.Y.C.



MARTINI & ROSSI VERMOUTH

SOLE AGENTS IN U. S. A. W. A. TAYLOR & CO. NEW YORK

IMPORTERS SINCE 1888

Alcohol 15.95% by volume



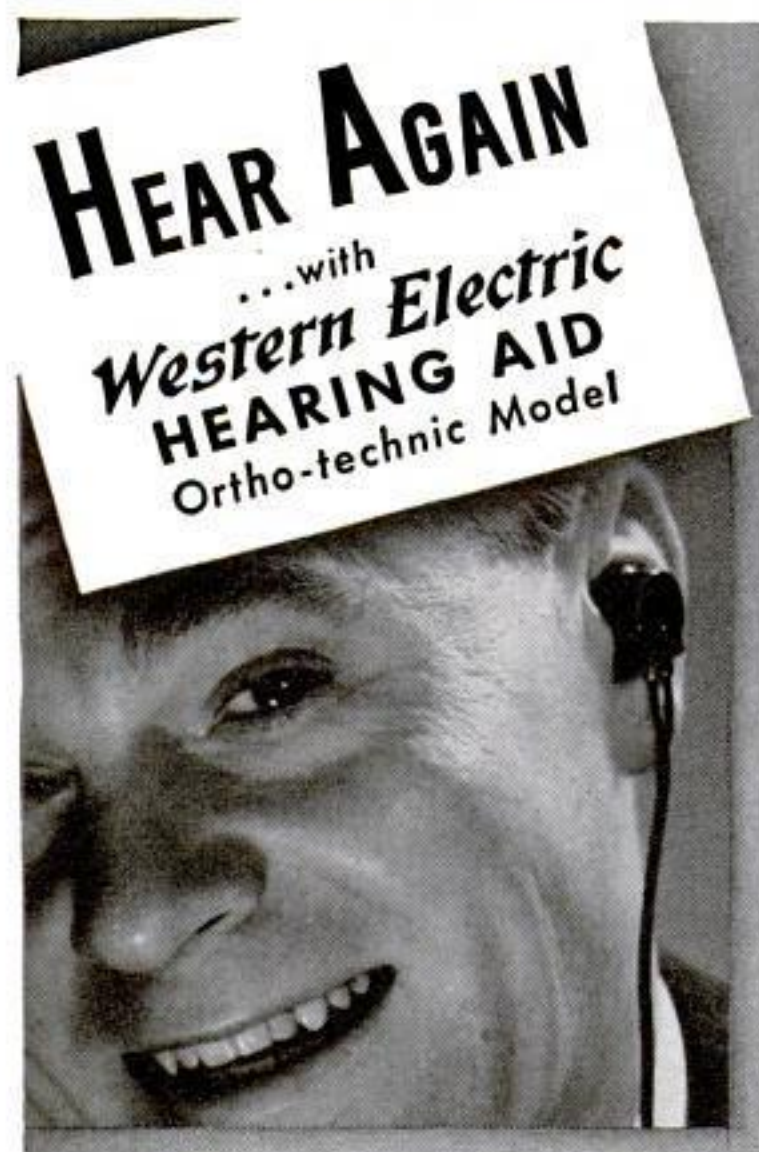
"Don't worry, Bud... nothing bothers me when I'm shaving with Mennen Brushless!"



It's different... Mennen Brushless is a cream, not a grease. No mess, no razor clog. And, man, how it wilts those whiskers. No yank, no pull. It's sweeping the country. C'mon, Mister, say to your druggist, "Mennen Brushless for mine."

Mennen makes a swell Lather Shave, too.

TRY THE 3-STEP MENNEN SHAVE — SHAVE CREAM — SKIN BRACER — TALCUM FOR MEN



HEAR AGAIN
...with
Western Electric
HEARING AID
Ortho-technic Model

Thousands hear clearly again... thanks to Western Electric's Audiophone. A product of Bell telephone research, it brings back the living world of sound to those with impaired hearing. Advanced design assures efficient, economical operation.

After Audiometric tests, your dealer will recommend the Audiophone best suited to your needs. Service available in principal cities.

Accepted by American Medical Association
GRAYBAR ELECTRIC CO. LI-53
Graybar Building, New York, N. Y.
Please send details on Western Electric Audiophone
(Ortho-technic Model) and name of nearest dealer

Name.....
Address.....

You Can't Sleep With a HEADACHE



Get Quick Relief With STANBACK!

When headache and nerve strain due to headache threaten to ruin your day or keep you awake at night, you can get quick, gentle relief with STANBACK! STANBACK also relieves neuralgia and muscular aches. 10c & 25c at drug stores.

For trial package, send 10c coin or stamps to Dept. 4, Stanback Co., Ltd., Salisbury, N. C., U. S. A.



MILLIONS
USED
YEARLY!

Follow package
directions. For
frequent head-
aches, see a doctor.



"Car-hops" (continued)



Applicant for job, Ruth Oliphant, 18, is being inspected by Mrs. Sivils, who coaches girls in diction, deportment and the importance of laughing at customers' jokes.



For carrying tray too low, Cora Hanson must do penance which in this case consisted of folding 1,000 napkins. Infraction of a major rule means immediate dismissal.



Polishing boots is a daily chore. Each girl has two satin costumes which must be kept spotless and for which she pays a total of \$37. The high boots cost her \$5.50.



Cigaret girls wear naked-midriff costumes and try to sell customers a carton at a time. Pauline Cathcart (left), and Patricia Melton demonstrate selling technique.

WORKING WOMEN

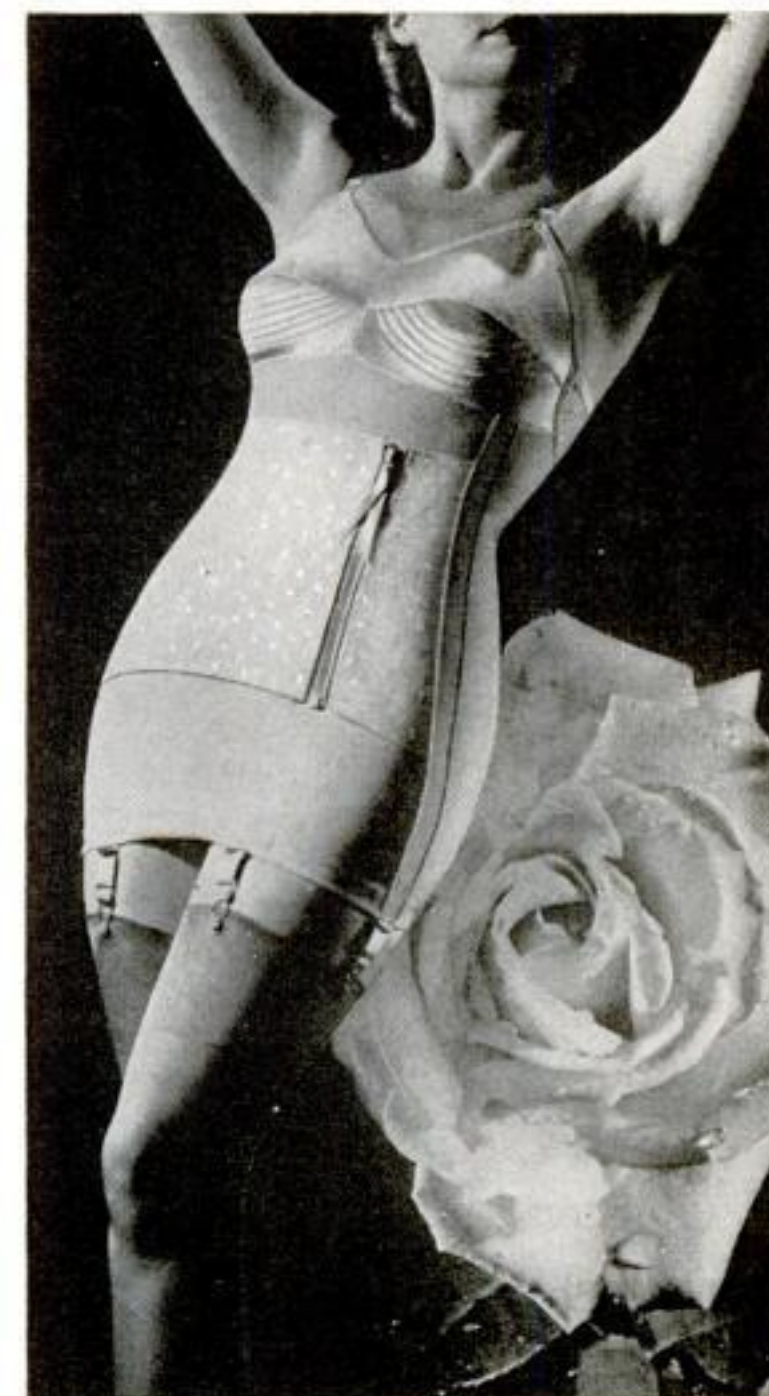


Working at a desk all day, six days a week, may produce hip bulges and fatty thighs. Many career women avoid the appearance of such fatal figure faults by wearing a unique Kleinert Sturdi-Flex foundation. A secret process keeps it *petal-fresh*.

BUSY WOMEN FIND NEW QUICK WAY TO SCULPTURED FIGURES...AT NEWSWORTHY LOW PRICE



Department-store workers have interesting jobs but do not get enough exercise. Many girls in such positions avoid the appearance of faulty, sluggish figures by wearing a dainty Sturdi-Flex foundation. Though worn all the time, it remains dainty because the rubber is a new kind that is always *petal-fresh*.



Kleinert's, famous for dress shields, is responsible for exclusive process in garment rubber. The new Sturdi-Flex is absolutely *petal-sweet*... wearers are *petal-fresh* and safe all the time. Above is only one of the amazing Kleinert Sturdi-Flex rubber garments. Note outside panel for flattening "tummy bulge," \$3.50.

FREE!

FREE 72-PAGE BOOK ON REDUCING, CRAMMED WITH NEW FACTS ON DIET AND EXERCISE FOR IMPROVING YOUR HEALTH AND FIGURE, FLEUR FENTON'S "NOT FOR THE VERY THIN."



Kleinert's

485 Fifth Avenue, N. Y. C.

Please send me Fleur Fenton's "NOT FOR THE VERY THIN," valuable 72-page book on reducing, also your free flower bookmark. I enclose 10c to cover cost of mailing.

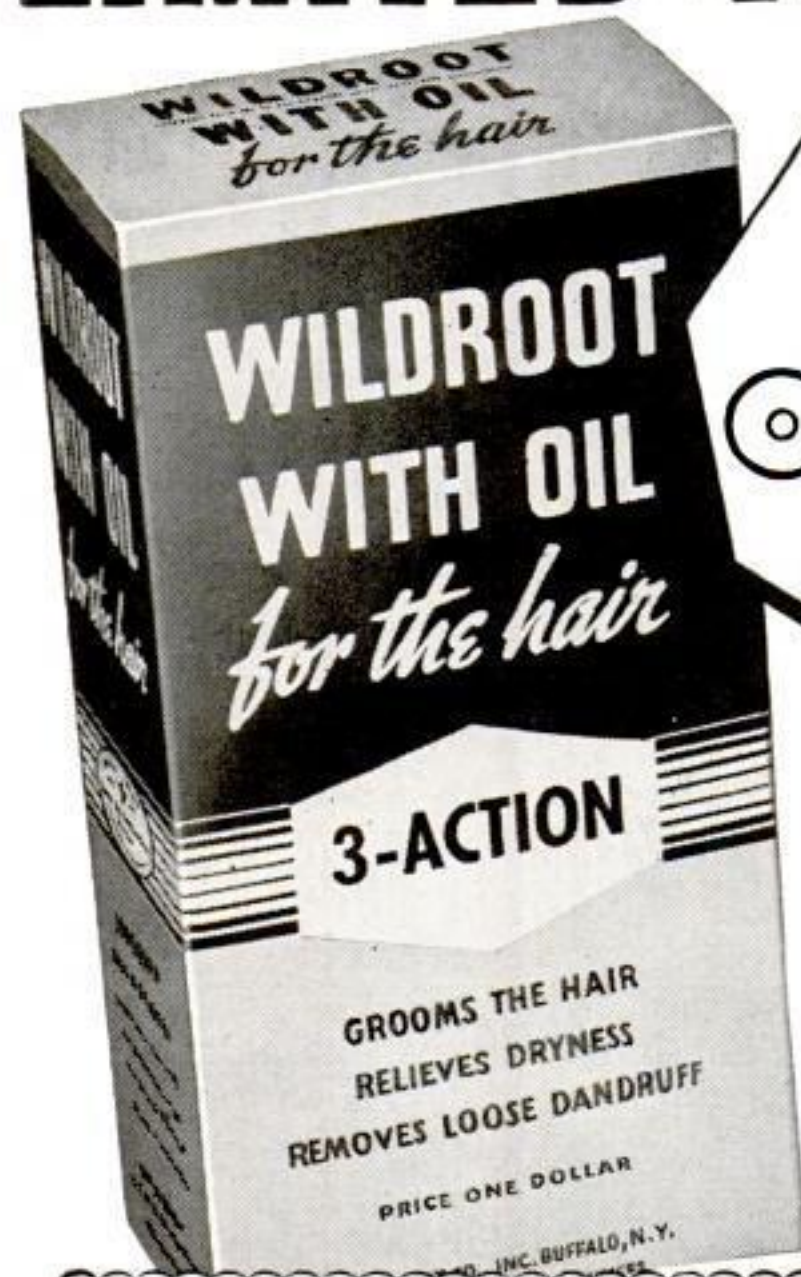
NAME.....

ADDRESS.....

CITY..... STATE.....

Interesting Fact: Sturdi-Flex is usually found at street-floor Notions Counters.

BARGAIN LIMITED TIME ONLY



SPECIAL SPRING SALE
REGULAR \$1.00
10 OUNCES
59¢
At all Drug Counters in U.S. and Canada

**TRY THE
FINGERNAIL
TEST!**



Scratch your scalp now if you dare! If your fingernails show ugly dandruff scales, you need 3-action Wildroot-with-Oil! 3 action because it removes loose dandruff, relieves dryness, grooms the hair. Wildroot-with-Oil is the original Wildroot formula plus pure vegetable oils to keep hair neatly in place without building up grease on the scalp. Get Wildroot-with-Oil today while this sensational bargain offer lasts!

WILDROOT CO., BUFFALO, N. Y. - FORT ERIE, ONT.

IMPORTANT. Wildroot original formula, used by millions who prefer a non-oily hair preparation, also on sale everywhere! Professional Applications at Your Barber.

USE NOXZEMA FOR SHAVING, TOO!



APPLY A BIT BEFORE
LATHERING...WHAT
A DIFFERENCE!



Barbers find it marvelous for softening beard—soothing skin!

• You've probably used soothing Noxzema to relieve painful Sunburn, for Chapped Skin, etc. Do you know that many of the finest Barber Shops—like the famous Terminal Shops—use Noxzema before lathering to soften the beard and protect sensitive skin? Make this simple test—Apply a little Noxzema before you lather. Note the amazing difference—no razor pull! And how cool and soothed your skin feels! Or, use Noxzema alone as a latherless shave. Don't fail to take advantage of Noxzema's special trial offer!

25¢ TRIAL JAR ONLY 19¢
AT ALL DRUG AND DEPARTMENT STORES

Rich with the facts and the art of our exciting age, **FORTUNE** is a history of today and a book to save for tomorrow.



FINEST QUALITY, RIGIDLY MAINTAINED—AMAZING LOW PRICE!
TRY THEM AT OUR RISK!



GUARANTEED BY
THE MARLIN FIREARMS CO.
NEW HAVEN, CONN.

OH, JOY!



TRADE

What a joy to get relief from a cough due to a cold. Get it with Smith Bros. Cough Drops. Black or Menthol, 5¢. Both taste delicious.

Smith Bros. Cough Drops are the only drops containing VITAMIN A

Vitamin A (Carotene) raises the resistance of mucous membranes of nose and throat to cold infections, when lack of resistance is due to Vitamin A deficiency.



MARK

FOR THE RECORD

REPUBLICAN PREVIEW

GLENN FRANK PRESENTS A PROGRAM



GLENN FRANK

The words and thoughts on these pages will, in all likelihood, form the basis for the 1940 platform of the Republican Party and shape the campaign of whatever man is chosen Republican candidate for President. They are taken from a report entitled *A Program for a Dynamic America* and handed to the Republican National Committee on Feb. 16 by Dr. Glenn Frank, chairman of the Republican Program Committee. This committee was formed in 1937 to "ascertain the various views of the Republican Party." After two years of work, the report, according to Chairman Frank, "faithfully reflects consensus of rank-and-file Republican opinion." It was prepared from data supplied by thousands of Republicans in all parts of the U. S. Here, the highlights of the report are excerpted in the report's own words.

WAR POLICY. Americans should support every effort to keep the U. S. out of war. We are still suffering the after-effects of our involvement in the World War. We entered the World War in 1917 with our domestic affairs in good condition. This is not the situation today! Our domestic affairs are far from a state of health. It is important that the United States stand, at the end of this war, as an economically stable, self-governing democracy, equipped to co-operate effectively in the reconstruction of the post-war economy.

AFTER SEVEN YEARS OF NEW DEAL CONTROL. The American depression struck bottom in 1932. The United States could reasonably have been expected to accompany the other major nations of the world into a steady recovery if a drastic political overturn had not then subjected American enterprise to an unpredictable politics and an unworkable economics. Here are typical items in the late summer of 1939: 1) more than 10,000,000 American unemployed; 2) a lower standard of living than a decade ago; 3) the creation of new enterprises virtually at a standstill, the modernization and expansion of existing enterprises deferred; 4) Labor involved in extensive and costly disputes, with its organized ranks torn by civil war and its annual income lower despite higher hourly wage rates; 5) farm prices neither stable nor satisfactory, and the basic problems of agriculture no nearer solution than before the Administration's exercise of sweeping controls over farms and farmers; 6) the doors of economic opportunity barricaded to youth by the sluggish condition of American enterprise; 7) Government expenditures, excluding postal receipts and debt retirement, of \$9,210,091,000 in 1939 against \$3,863,544,000 in 1933; 8) the heaviest tax burden in the nation's history; 9) a national debt doubled by the end of 1939—increased from less than 21 billions at the beginning of the New Deal Administration to approximately 42 billion dollars, not including nearly six billion dollars of obligations guaranteed by the Federal Government. After seven years, we have doubt, confusion and uncertainty, instead of confident, clear and assured understanding of where we are headed.

THE NEW DEAL MISUNDERSTANDS ECONOMIC AMERICA.

The New Deal leadership has almost completely misunderstood Economic America. The program has rested essentially on the control of production, the creation of scarcity and the boosting of prices. These policies violate the nature of the productive system we have built up in the United States. The New Deal has tried to operate this productive system, designed to produce plenty, with the scarcity philosophy of fewer goods at higher prices. New Deal leadership began with the assumption that the once expanding dynamic enterprise of America is maturing towards a static economy. In the economic field, it has been defeatist.

THE REPUBLICAN POSITION. There are no defensible grounds for the New Deal assumption that our private economy has struck a perma-

OF 1940 PLATFORM

FOR PARTY'S PRESIDENTIAL CAMPAIGN

ment decline in the volume of investment and employment. There are still millions of acres in the U. S. that could support from twice to ten times the number of people now settled upon them. From 1930 to 1940, we have realized a 7.5% increase in population. Better housing is but one of a long array of unsatisfied wants that we can take steps to meet if we can only unfreeze the fountains of investment and enterprise. A large part of our industrial plant is obsolete. We have not made normal replacements. Our industrial plant is actually underbuilt. There is a large banked-up fund of scientific and technological results lying unexploited in the research files of the nation, which provide the base for a very great expansion of American enterprise. These scientific and technological results, now awaiting translation into production and distribution, are found in the fields of foods, clothing, plastics, motion pictures, agriculture, chemicals, rubber, transportation, communication, automobiles, airplanes, fuels, housing, lighting, metals. In 1929, we had a national income somewhat in excess of 80 billion dollars. This income is now a goal of which the New Deal talks. But, for 130,000,000 people, a national income of 80 billion dollars is only a little better than \$600 per capita. That is no place to stop.

TOWARDS A LABOR PROGRAM. The right of American workers to organize under leadership of their own choosing and to bargain collectively with management is essential to protect the interests of the workers. The National Labor Relations Board has shown bias and favoritism. There is no satisfactory evidence that the political regulation of wages and hours increases the real income of workers or raises the general level of employment. Government rarely becomes the patron of a movement without ending as its boss. Large corporate enterprises should make at least an annual report to their workers as well as to their stockholders. Men who invest their lives in an industry are entitled to a working knowledge of the policies, the profits, the losses and the disposition of the fruits of the industry they serve.

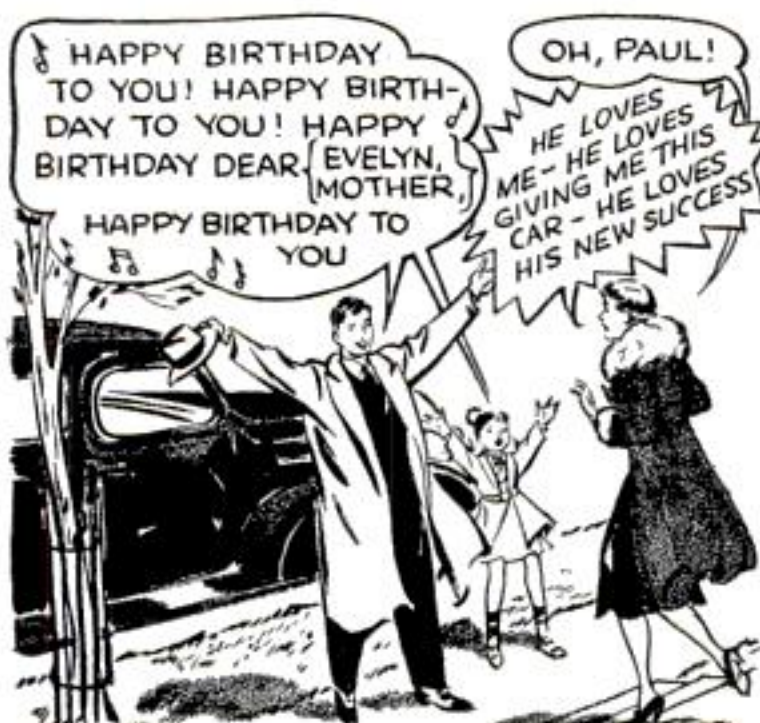
TOWARDS A FARM PROGRAM. A policy of permanently scaling down the output of American farms is unsound. Artificial pegging of prices cannot by itself bring prosperity. Every possibility of expanding our farm exports through treaties which produce genuine reciprocity benefits should be fully explored. A rational farm program will not include acreage control as a permanent policy and will countenance its continuance only until more fundamental policies begin to bring the problem of farm surpluses under manageable control. Until the national economy as a whole is brought to a full and balanced recovery, the necessity of some form of direct subsidy to agriculture must be recognized.

TOWARDS A FISCAL PROGRAM. Present emergency expenditures for public works should be progressively reduced. It should not be too difficult to accomplish a 20% reduction [in Federal expenditures] and expect that Federal expenditures and revenues can be brought into balance during 1942. We do not advocate new Federal taxes or increased income-tax rates. To resist inflationary tendencies [there should be]: 1) a substantial reduction of Government expenditures; 2) repeal of emergency monetary powers of the President; 3) return to a fixed gold standard.

TOWARDS A SOCIAL PROGRAM. Without the sustained support of a healthy and vigorous economic life in the nation, the whole social and humanitarian program of government will be endangered. Continued failure to realize a sound and full recovery will, sooner or later, enforce a moratorium on social progress in the U. S. Relief must be provided as long as the need for it exists. The administration of all relief should be entrusted to State and local governments.

CONCLUSION. The Committee became convinced that we are today confronted with a task of economic and political restoration that is quite as fundamental, in many ways, as the task of political creation faced by the Founders of the Republic.

ALL PAUL NEEDED WAS MORE PEP AND WHAT A DIFFERENCE IT MADE WHEN HE FOUND IT!



SIX GOOD TIMES TO ENJOY TEA

- BREAKFAST**—TEA GIVES YOU A QUICK PICK-UP—AND IT'S SO EASY TO DIGEST.
- AT 11 A.M.**—TEA HELPS YOU TO WORK BETTER, THINK FASTER.
- LUNCHEON**—FOR A GOOD AFTER-NOON'S WORK, LET TEA PEP YOU UP.
- AT 4 P.M.**—SO REFRESHING—TEA CHASES AWAY 4 O'CLOCK FATIGUE.
- DINNER**—TEA TASTES SWELL AND MAKES FOOD TASTE BETTER.
- EVENING**—ENJOY TEA FREELY—TEA LETS YOU SLEEP.

IT'S AS EASY AS A-B-C TO GET A REALLY GOOD CUP OF TEA

- A**—ALWAYS USE BUBBLING BOILING WATER AND POUR IT ON THE TEA.
- B**—USE 1 TEASPOONFUL PER CUP PLUS ONE FOR THE POT.
- C**—STEEP TO ANY STRENGTH YOU PREFER. (MOST PEOPLE WHO USE CREAM OR MILK CHOOSE A 5-MINUTE BREW.)



HARRISON FORMAN, EXPLORER, WORLD TRAVELLER

I'VE COVERED MOST OF THE GLOBE AND I CAN SAY THIS: TEA IS A UNIVERSAL BEVERAGE. I CERTAINLY PREFER IT—FOR MEAL-TIME, ANY TIME. TEA'S A **GRAND BRACER**—AND IT'S LIGHT, EASY TO DIGEST. I OFTEN DRINK IT BEFORE I GO TO BED, BECAUSE **TEA LETS ME SLEEP**



THESE GOOD BLACK TEAS ARE ESPECIALLY SUITED TO THE AMERICAN TASTE. FOR ECONOMY AND FULL ENJOYMENT, BUY QUALITY TEA.

TEA
PEPS YOU UP!

DELICIOUS, VITALIZING—ECONOMICAL TOO—COSTS LESS THAN 1/2 CENT A CUP

SAYS MR. T. POTT



At witching hour, young Finns hark
to prophetic noises in the night

Life goes to a U. S. Finnish Festival

Minnesotans revive folk customs at sliding party

The "Head of the Lakes" in northern Minnesota, Wisconsin and Michigan holds the greatest concentration of Finns anywhere outside Finland. Ten percent of all U. S. Finns live in big, fir-wooded, lake-laced St. Louis County, Minn. Here, on Feb. 4, Finns and friends of Finns in 20 small snowbound communities forgot their homeland's woes and staged Laskiainen ("sliding downhill") parties in accordance with ancient tradition. Of them, none was merrier than that held in the tiny town of Toivola, 50 miles north of Duluth.

To Toivola ("Place of Hope") on the Sunday before Lent trekked 2,000 Laskiainen contestants from outlying farms and towns. All day long they played the games brought to this land by Finnish settlers a half-century ago. They slid downhill on sleds, toboggans, skis, spruce boughs, birchbark, barrel staves and old box tops. They coasted on smooth icy slopes and over hilarious bumpy-bumps. They rode swivel-sleds, kick-sleds and fought each other on the Finnish wooden horse. When dusk fell, they sang Finnish songs, danced the *Kymmenen Kynttä* and downed *hernekeitto*, *korppua*, *kahvia* and *pyöryköitä*.

With the rising of the stars, they thought of love and legends. They recalled that those who had slid all day without falling might expect a year's good luck, and that a girl who placed the names of seven boys beneath her pillow would dream of him she would wed. At midnight, four Laskiainen celebrators climbed on the ridgepole of a barn (*opposite*) and listened for noises of augury. They hoped to hear cowbells, for cowbells brought good luck. But they knew that an owl's hoot or the sound of planing wood meant death.



A wooden-horse fight is waged by Rev. Milma Lappala, Unitarian minister, and Edward Nelimark. Each has a gunny sack filled with paper. Mrs. Lappala knocked off her opponent in six strokes.

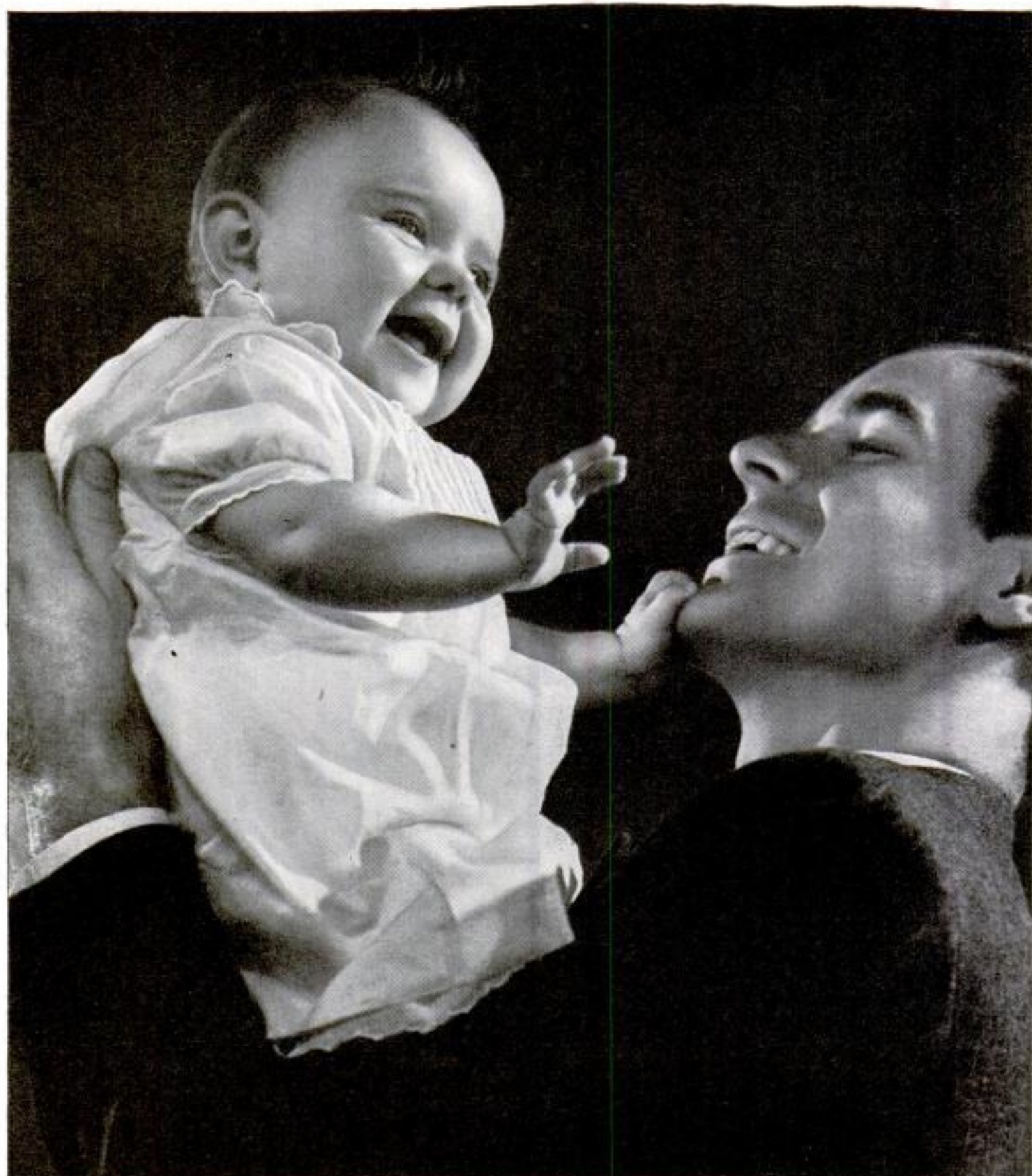


War songs are spiritedly rendered for guests in the school gymnasium by members of a Finnish nationalist society from the nearby mining town of Virginia, Minn. Name *suomi* means Finland.



Sliding downhill on spruce boughs is an important girls' contest on Laskiainen Day. For making the first slide of the morning, pretty Bertha Niskanen (*above*) won a stalk of flax, signifying a hope chest well-filled with linen. Below: dancers in the Toivola school gymnasium execute a Finnish square dance indistinguishable from America's Virginia reel.





OUR WORLD IS YOU

IN THE GRASP of your chubby little fingers you hold our world. You are everything that matters to your dad and me — the center of our hopes and dreams . . . we build our castles in the air for *you*.

For you, my darling, there is nothing we would not do. Whatever means most to your health, your happiness — it is our privilege to give it to you, our baby.

PROBABLY EVERY MOTHER in the world feels that nothing is too good for *her baby* — and that is why for more than 28 years mothers have insisted on Vanta Baby Garments.

FOR THE STORY OF VANTA is the story of constant progress in protecting baby's health and comfort. The design of each garment is carefully tested in experiments with real babies to insure that it is cut for perfect comfort. New health fabrics like Vantaline and Silvalining are exclusive to Vanta Garments. And Vantas are the only baby garments sterilized by hospital equipment and packed in germ-proof packages.

YET IN SPITE OF all their special scientific features, Vanta Garments are not

expensive. Their fine materials wear long, and never lose their shape. And because many garments are adjustable, they are not quickly outgrown, and fewer replacements are needed. The largest-selling baby garments in America, Vantas are enthusiastically approved by doctors, nurses, and mothers. Vanta makes practically everything for your baby — garments in sizes from birth to 12 years, hosiery and toiletries. See them in the Infants' and Children's Department of your favorite department store.

Vanta
GARMENTS
FOR INFANTS & CHILDREN

VALUABLE BOOK Send 10c for copy of the eighty-page book, "BABY'S OUTFIT", covering 55 subjects of vital interest to expectant mothers. 500 name suggestions. Use this coupon.
Earnshaw Knitting Co., Dept. L-1 Newton, Mass.
In Canada, J. R. Moodie Co., Ltd., Hamilton, Ont., are Licensees.

NAME _____

ADDRESS _____

The Saleswoman who wears this emblem is a Mothercraft Graduate expertly qualified to serve you. Ask for her in the Infants' Department.



Party

(continued)



Edward Nelimark drinks coffee from his saucer in characteristic old-country style.



Jacob Rahnasto puffs a ponderous pipe as he watches the youngsters sledding.



The "vipu-kelkka," or Finnish swivel-sled, swings in a swift circle as operators rotate shaft manually around a central post. **Bertha Niskanen** and **Everett Wick** hang on.



Squatting in a pigsty, **Everett Wick** shouts amorously into the night. Finnish tradition holds that this performance will achieve a young man's marriage within a year.



John Wick heads down bump-slide on birchbark. Note his *lippiset* (boots).



Mrs. Hilma Wick pours coffee for lunch-con guests from an old Finnish copper pot.



The "potku-kelkka," or kick-sled, is luxury for ladies, hard work for men. Left foot on the runner, Matt Lahti propels sled with his right. His wife, Hilda, just sits.



Seven salt herring slide tail-first down Bertha Niskanen's throat. If she dreams that her sweetheart brings her a glass of water, thirsty Bertha will wed within a year.



We talked to
218,000
people about
CONSTIPATION

**SARÁKA REGISTERED NURSE
ANSWERS TYPICAL QUESTIONS
ASKED BY WORLD'S
FAIR VISITORS**



IS IT DUE TO SITTING AT A DESK ALL DAY ?

A. Lack of exercise is one of the main causes of constipation. But more important may be the food eaten. Our modern diet lacks bulk to give intestinal muscles something to exercise on. Saraka supplies this bulk in an unusual way.

MR. C. R. D., Woodhaven, N. Y.

IS IT MORE COMMON TO PEOPLE OVER 30 ?

A. Yes. While it affects all ages, constipation often becomes intensified as people grow older. Saraka aids by strengthening weakened intestinal muscles and has helped thousands regain more normal bowel "rhythm."



Mrs. G. E.,
Hutchinson, Kan.




Mrs. M. A. N.,
Union City, N. J.

JUST HOW DOES SARÁKA WORK?

A. Saraka provides "Bulk plus Motility." First, it supplies lubricating bulk—in tiny granules of bassorin. These E-X-P-A-N-D into a soft, smooth, gelatin-like substance that the intestinal muscles can "exercise on."

Second, Saraka contains a specially treated cortex frangula, that gently stimulates the intestinal muscles to keep waste products moving. Thus instead of harshly forcing action, Saraka more naturally aids elimination.

E-X-P-A-N-D-S
17 times to
form soft bulk



A. No, Saraka is economical to buy and to take. In fact, you will find that this modern diet aid costs less than many widely used laxatives that do not have

IS SARÁKA EXPENSIVE?

Saraka's special advantages. It actually costs less than one cent per average treatment.



Mr. S. M., Duluth, Minn.

NEXT TIME you "miss," take Saraka. It brings satisfying relief from constipation due to insufficient bulk. Saraka has helped thousands of chronic sufferers after other laxatives failed. It is equally useful for occasional constipation. This modern "diet-aid" really goes to the root of constipation due to lack of bulk. Easy, pleasant to take. Get Saraka from your druggist today.

Copr. 1940, Union Pharmaceutical Co., Inc.

CHECK THESE ADVANTAGES:

1. No griping pains.
2. No sharp seeds or scratchy particles.
3. No dangerous drugs.
4. Not habit-forming.
5. Economical to use.

SARÁKA

FOR CONSTIPATION

A Modern "Diet-aid"
that provides for

*Intestinal
Exercise*



A Squirmer's Only Friend Is His Dog...



Keep Out of the Dog House Wear Jockey Underwear

REG. U.S. PAT. OFF.

Let Jockey help you to acquire poise. Jockey's patented Y-Front construction gives mild, restful support, masculinized to fit the male figure everywhere, eliminates squirming. Convenient angled opening won't gap. No bulk, no bind, no buttons. Knitted so your skin can breathe. Two piece. A leg length, weight and fabric for every occasion. In cotton, rayon and linen-cotton mixtures. Contoured shirts to match. Start your Jockey underwear now. Remember, it isn't Jockey without the name Jockey on the label. If your dealer can't supply you, write us. Children's sizes down to 6 years.

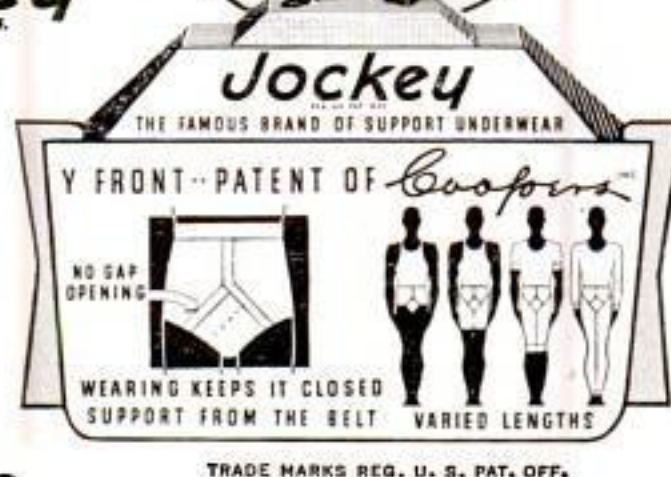


Price, 50¢ and up, a garment

"PLEASED TO MEET YOU,
I am Jockey

REG. U.S. PAT. OFF.

I belong to Coopers. I am a symbol of trimness, smartness and style in men's underwear. I am the welcome friend of all who are tired of old-fashioned underwear that bunches and binds. I am the sworn foe of squirming. I bring this message to all men who wish to be well dressed: 'Wear Jockey.'



Coopers INC.
KENOSHA, WISCONSIN

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • SEATTLE

Made and Distributed in Canada by MOODIES, Hamilton, Ontario

In Australia by MacRAE KNITTING MILLS, Sydney; In British Isles by LYLE & SCOTT, Ideal House, London

In New Zealand by LANE-WALKER-RUDKIN, LTD., Christchurch, S 1

COPYRIGHT 1940 BY COOPERS, INC.

PICTURES TO THE EDITORS



OSTRICH

Sirs:

Here is a friend seated on Black Diamond, a 327-lb. ostrich valued at \$2,000. My friend's legs are tucked under the bird's wings but, if you place your hand over the ostrich's neck, my friend looks as though he were standing barelegged and had a fine tail of feathers to boot.

PETER C. REYNERS

San Gabriel, Calif.



REAR VIEW: THE BOARDS TOPPLE OVER ON THE ROOF OF DUNCAN'S CAR

FREAK CRASH

Sirs:

This is the freak accident of the winter. Near Salisbury, a truck tractor loaded with lumber skidded on an icy hill, and the planks fell over and hit a passing car.

Fortunately, Marion Duncan, the driver of the car, had presence of mind to save his life by throwing himself to the floor. He escaped unhurt with only a bump on his head.

JAMES E. PERRY

Salisbury, Md.



FRONT VIEW: DUNCAN'S CAR IS CRUSHED BY THE WEIGHT OF THE BOARDS

CONTRIBUTIONS: Minimum rates for all rights, including resale and reuse: \$5 per photograph. Amateur photographers are welcome as contributors but their work must compete with professionals on an equal basis and will be judged (and paid for) as such. Unsolicited contributions however, whether professional or amateur will be neither acknowledged nor returned unless accompanied by adequate postage, packing and directions. LIFE will not be responsible for safe handling of same either in its office or in transit. Payment will be made only on approval and publication. Address all correspondence about contributions to CONTRIBUTIONS EDITOR, LIFE Magazine, TIME & LIFE Building, Rockefeller Center, New York.

“Whut I wish for ye, mon,
When things gae far agly,
Is money in yer puck-it
An’ friends standin’ by.”



In the more than a century that Teacher's Scotch has been made in Scotland, there have been many changes, but not in Teacher's smooth, fine flavour. *That* has been too right to change. Once you try the distinctive taste of Teacher's you're sure to say, "Hold it—for another hundred years."

'It's the flavour'

Made since 1830 by Wm. Teacher & Sons, Ltd., Glasgow.

86 PROOF

TEACHER'S
Perfection of Blended
SCOTCH WHISKY

SOLE U.S. AGENTS: Schieffelin & Co.
NEW YORK CITY · IMPORTERS SINCE 1794

PICTURES TO THE EDITORS

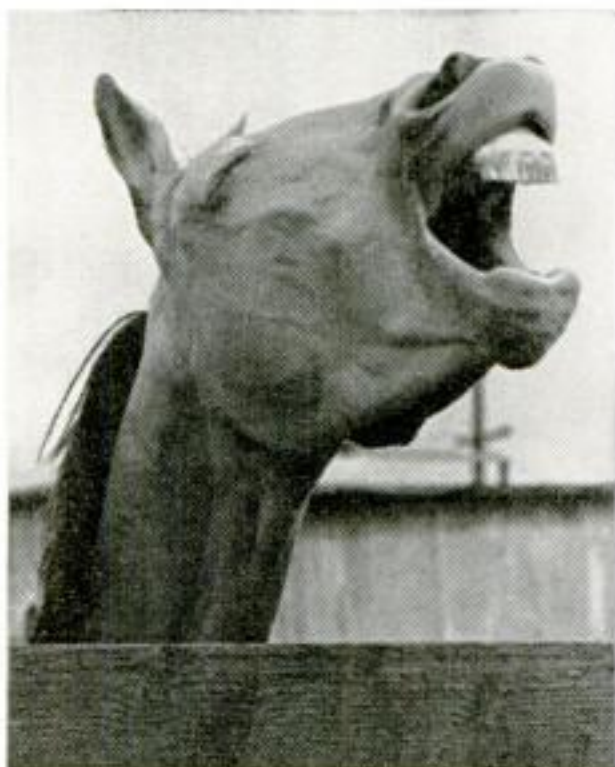
(continued)

HORSE LAUGH

Sirs:

Moonglow, a horse of Arabian strain owned by Mrs. James Graham of Napa, Calif., has a great sense of humor. This sequence, showing Moonglow laughing, might be captioned: "If the subject bears any resemblance to any politician, living or dead, it is purely coincidental."

HARRY O. FAIRBAIRN
San Francisco, Calif.



LOOK AT ALL Three

4x5 Anniversary
SPEED GRAPHIC

3 1/4 x 4 1/4 Anniversary
SPEED GRAPHIC

2 1/4 x 3 1/4 Miniature
SPEED GRAPHIC

There's a SPEED GRAPHIC For Every Picture-Taking Purpose!

WHATEVER your picture-taking requirements, there's a Speed Graphic to fill them perfectly! For one-to-one copying or scenics, table top or action shots, pastoral, pictorial or portrait work—or for all-around finer pictures night or day, you'll find the complete answer to your photographic desires in one of these three prize-winning Speed Graphic cameras.

For enduring camera satisfaction, follow the lead of successful amateurs and professionals everywhere—choose

one of these American-made cameras. Visit your local Dealer and look at all three! He will gladly point out the features of each to help you select the Speed Graphic that best meets your needs.

EASY PAYMENTS

All-versatile Speed Graphic cameras are priced from \$111.00; with coupled range finder, from \$138.00. Available from Dealers everywhere on the Graflex-Commercial Credit Company Easy Payment Plan. Down **\$23.00** payment as little as

GET THIS NEW BOOK—JUST OUT

The most complete book on Graflex and Speed Graphic photography ever published! More than 400 pages—26 chapters—hundreds of illustrations! Written by Willard D. Morgan, Henry M. Lester and 20 other experts. Now at your Dealer's **\$4.00** for only



SEND FOR NEW FREE CATALOG

New catalog of Graflex-made, Prize-Winning Cameras, with outstanding illustrations and articles by leading authorities. Free at your Dealer's. Or send 10c in stamps or coin for postage-handling to Folmer Graflex Corporation, Dept. L-55, Rochester, N. Y., U. S. A. See coupon below.



GRAFLEX

American-made Prize-Winning Cameras

New York City Display Rooms: 50 Rockefeller Plaza

FOLMER GRAFLEX CORPORATION
DEPT. L-55, ROCHESTER, N. Y., U. S. A.

Please send me your new Graflex catalog. Enclosed is 10c in stamps or coin for postage-handling.

NAME _____

ADDRESS _____

CITY _____ STATE _____

Winter got
you Down?



FRESH YEAST

to help digestion

VITAMINS for vitality

TOGETHER

they help give you
a lift all through
the winter

Low on vitality? Dragged down by minor digestive upsets? ... Then why not add Fleischmann's High-Vitamin Yeast to your diet? Scientists say it is so helpful because it gives vitamins together with the action of fresh yeast itself.

The fresh yeast stimulates sluggish digestive activity and speeds the assimilation of food. Tests in laboratories show this is an action of yeast itself—quite distinct from known vitamin action.

The vitamins are needed to maintain steady nerves and to keep up vitality.

Only in Fleischmann's High-Vitamin Yeast can you get such an abundant supply of the 4 vitamins, A, B₁, D and C, and all the vitamins of the amazing Vitamin B Complex.

Eat 2 cakes a day. See if you don't soon find your nerves are steadier, you feel better, you have more pep.

Let this Fresh Yeast
give you
double
help...



Fleischmann's
HIGH-VITAMIN YEAST

Copyright, 1940, Standard Brands Incorporated

PICTURES TO THE EDITORS

(continued)

PHOTOGRAPHER'S LUCK

Sirs:

When a man falls from a window ten stories high and lives, it must be good news to his friends but it is nothing compared to the feelings of the photographer who happens to be at the scene and takes it all in with his camera.

Such was my good fortune and such was the good fortune of Richard Jaeckel, nationally known furrier, who sur-

vived what to me seemed like a one-in-a-million shot, after falling from such a great height and landing on the canopy of the apartment house from which he fell.

As a photographer, I was extremely lucky to live right across the street from where it happened and to have been down in the street with my trusty Leica.

MAX PETER HAAS

New York, N. Y.



POLICEMAN CLIMBS CANOPY TO RESCUE JAECKEL, WHOSE HAND IS VISIBLE



POLICEMAN RAISES JAECKEL, WHO IS JARRED BUT CONSCIOUS AND UNINJURED



JAECKEL IS LOWERED INTO ARMS OF CROWD. HE WAS RUSHED TO A HOSPITAL

FOR THE 1 MAN IN 7 WHO SHAVES EVERY DAY

A SPECIAL SHAVE CREAM

IT'S NOT A SOAP
NEEDS NO SHAVING BRUSH

Not Greasy . . . Leaves Skin Smoother

Daily shaving leaves many men's faces raw, sensitive. This is especially true of the man who, because of his business and social status, must shave every day.

To meet this condition Williams has now developed a special cream for daily shavers. It's called Glider. Wash face thoroughly with soap and warm water to remove razor-dulling grit, then spread on Glider quickly, easily with your fingers. No brush. No lather. Not sticky or greasy.

A superabundance of moisture in this rich cream softens each whisker, yet forms a protective layer over your face to keep blade from scraping. Swiftly and gently your razor glides over your skin. Like a cold cream, Glider helps smooth and soften your skin and prevent chapping and roughness. Glider is the result of 100 years' experience in making fine shaving preparations.

Ernest B. Hulbert
PRESIDENT

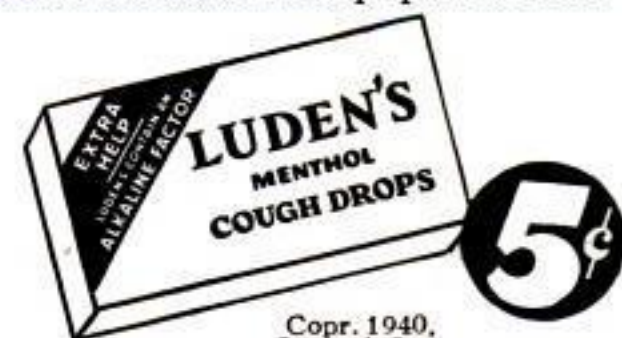
P. S. Try Glider at our Expense:

Send your name and address on a penny post card, for a generous FREE tube of Glider "No-Brush" Cream. The J. B. Williams Co., Dept. CG-4, Glastonbury, Conn. Offer good in U.S.A. and Canada only.

SANDPAPER THROAT

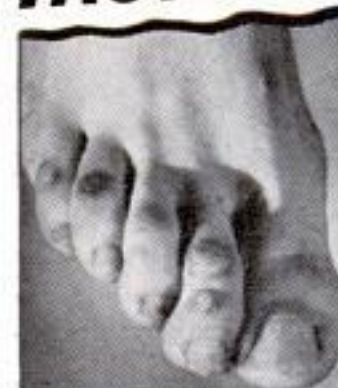


Does your throat feel prickly when you swallow—due to a cold? Benefit from Luden's special formula. Contains cooling menthol that helps bring quick relief. Don't suffer another second. Get Luden's for that "sandpaper throat!"



Copr. 1940, Luden's Inc.

TRUTH ABOUT CORNS



• Corns are caused by pressure and friction. Now it's easy to remove them. Blue-Jay pad relieves pain by removing pressure. Special medication gently loosens corn so it can be lifted right out. By avoiding pressure and friction that caused corn, you can prevent its return. Blue-Jay Corn Plasters—25¢ for 6. Same price in Canada.

BAUER & BLACK BLUE-JAY CORN PLASTERS

Flight
into

CANADA

1. "Not long ago I made an aerial survey trip from Seattle, over British Columbia, to Juneau, Alaska," writes an aviator. "You may be interested in the story connected with it because it involves Canadian Club.

2. "The camera I use is a 50-pound instrument for making aerial photographs of large areas of land. When we had it installed, I took off. I was to land at Prince Rupert, B. C., to refuel, but I was a hundred miles from there, when the motor began to sputter and die...

3. "I had no choice but to bail out. The wind was so strong it was completely impossible to guide the chute. I couldn't tell where I was going to land. Then I hit ground, and almost knocked down a trapper who had been standing there watching me! He helped me collapse the chute. Then, without a word, he handed me a bottle of Canadian Club. I wish I could tell you how good that warming, friendly flavor seemed after what I'd just been through. That whisky of yours served as a perfect introduction. We're still good friends, the three of us—the trapper, Canadian Club, and I!"



CHANGE TODAY, AS THOUSANDS HAVE

Taste for yourself why more Americans drink Canadian Club than any other Imported Whisky



WHY do *twice* as many Americans now drink Canadian Club as did a few years ago? Why have they changed to this rare, imported whisky?

The answer is in Canadian Club's utterly *distinctive* flavor—its all-round agreeable nature—that surprises and delights *all* tastes. Men themselves say Canadian Club is "light as Scotch," "rich as rye," "satisfying as bour-

bon." Yet it has a delicious flavor all its own.

In Scotland, as in U. S. A., Canadian Club is the leading imported whisky. It is a favorite in 87 lands. Discover why, for yourself. Just try this unusual whisky in your usual drink, and taste the pleasing difference. Start to enjoy Canadian Club today! Canadian Club Blended Canadian Whisky. 90.4 proof. Imported by Hiram Walker & Sons Inc., Peoria, Illinois.

IN 87 LANDS
WHISKY-WISE
MEN ASK FOR

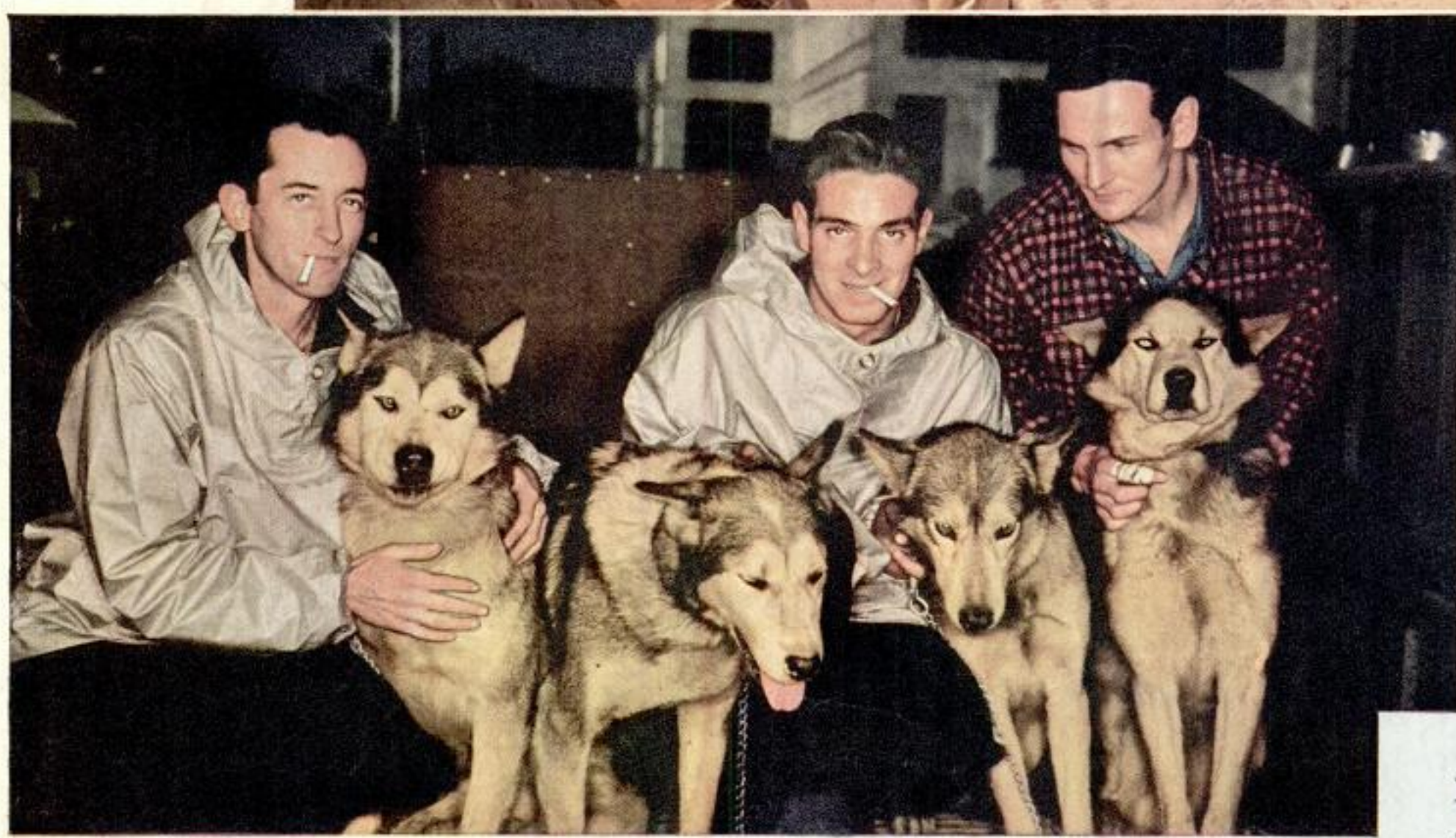
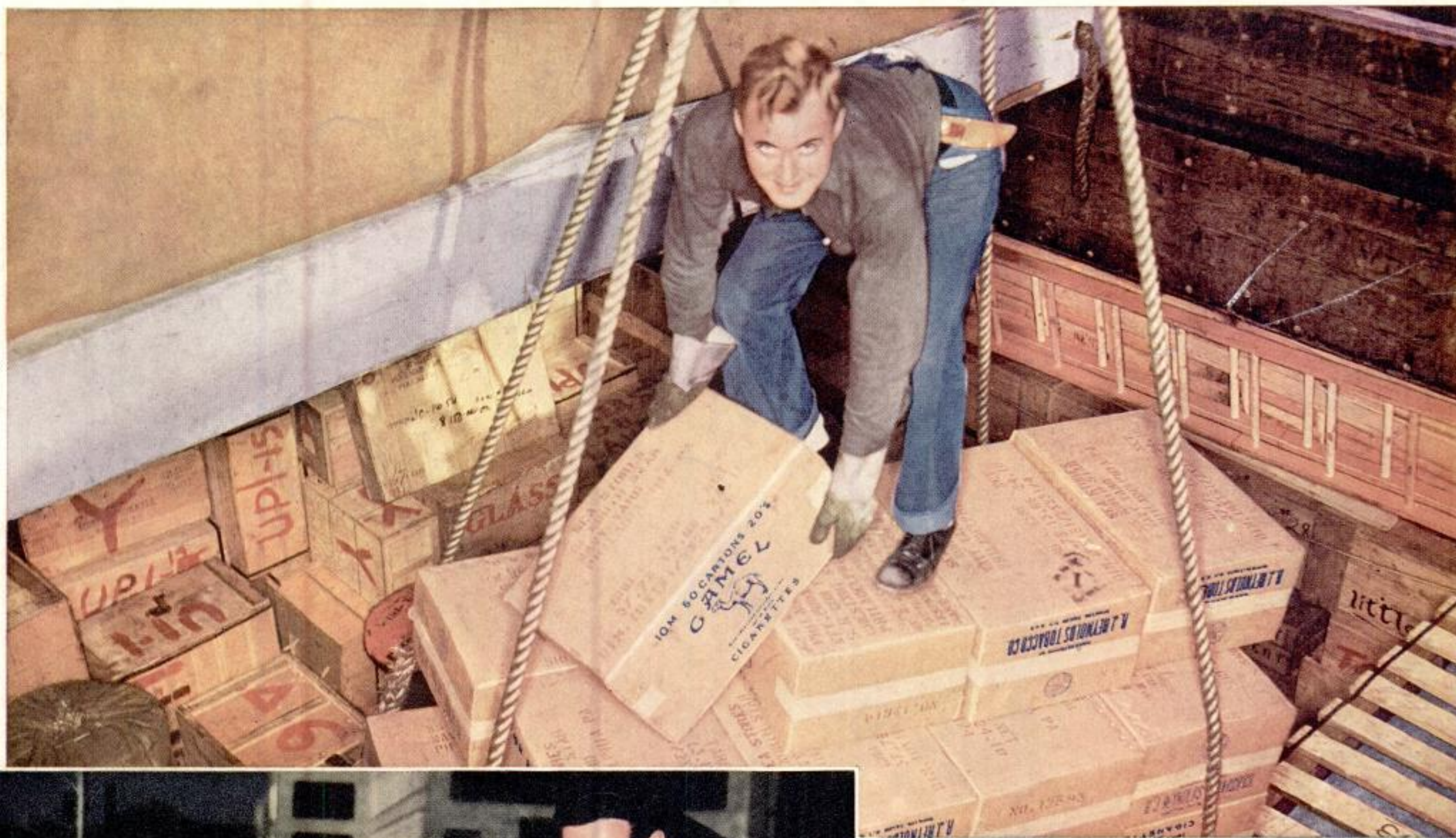
"Canadian
Club"

6 YEARS OLD



U.S. ANTARCTIC EXPEDITION OFF FOR YEAR'S SURVEY

SLED DOGS...YEAR'S SUPPLY OF SLOW-BURNING CAMEL
CIGARETTES ACCOMPANY ADMIRAL BYRD TO ANTARCTIC



OFF TO VOLUNTARY EXILE: If you were leaving today to live for a whole year on the barren ice of the Antarctic, and if *right now* you had to choose the *one and only* brand of cigarette you would smoke through those months—you'd make sure you picked the right brand. The men on the Antarctic expedition were in a situation like that. The picture above shows what happened: The expedition took Camels! Rear Admiral Richard E. Byrd, commanding, explained: "Slow-burning Camels are a great favorite with us. You can be sure we have plenty." You, yourself, may never go near the South Pole, but the right cigarette is important to *you*, too. Camels are made from finer, more expensive tobaccos. They give you *extra* mildness, *extra* coolness, and *extra* flavor—plus *extra* smoking in every pack. (See below.)

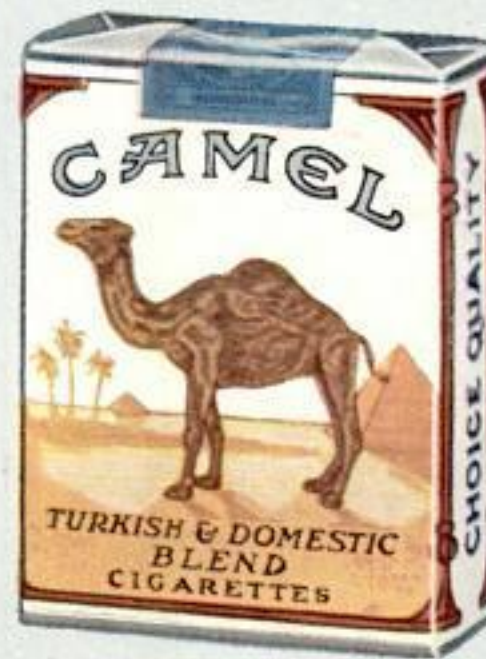
"MORE PLEASURE PER PUFF...MORE PUFFS PER PACK"...

That's how these three members of the U. S. Antarctic expedition tell of the advantages of their favorite cigarette...slow-burning Camels. Richard Moulton, senior dog-driver (*center*), sums up when he says: "Slow burning is my measure of a milder, cooler, more flavorful smoke. I'd *sledge* a mile for a Camel." Nothing destroys a cigarette's delicate elements of flavor and fragrance like the excess heat of too-fast burning. Cigarettes that burn fast also burn hot. Camels are slower-burning...milder, mellower, and—naturally—cooler! Try Camels. Find out for yourself how slow-burning Camels give you more pleasure per puff...and more puffs per pack—more actual smoking (*see right*).

CAMELS

FOR MILDNESS, COOLNESS, AND FLAVOR
—SLOW-BURNING COSTLIER TOBACCOS

In recent laboratory tests, CAMELS burned 25% slower than the average of the 15 other of the largest-selling brands tested—slower than *any* of them. That means, on the average, a smoking *plus* equal to



**5 EXTRA
SMOKES
PER
PACK!**

Copyright, 1940, R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina